

**SPECIFICATIONS OF WEBSITE BANNERS**

**BANNER SPECIFICATION**

- ➔ JPG, PNG or GIF files, animation accepted
- ➔ No Flash or Javascript
- ➔ One clickthrough URL

	Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
<b>A BILLBOARD</b>	1400 x 120	60 KB
<b>AA BILLBOARD (SUPERSIZED)</b>	1400 x 400	250 KB
<b>B MASTHEAD</b>	230 x 110	60 KB
<b>C SIDE SKYSCRAPER</b>	300 x 600	60 KB
<b>D SIDE STANDARD</b>	300 x 300	60 KB
<b>E ORBIT TOP</b>	728 x 156	60 KB
<b>EE ORBIT TOP (SUPERSIZED)</b>	728 x 312	125 KB
<b>F ORBIT LOWER</b>	728 x 156	60 KB
<b>FF ORBIT LOWER (SUPERSIZED)</b>	728 x 312	125 KB

**SPECIAL UNITS**

<b>G VIDEO AD</b>	1080P HD VIDEO	N/A
Send 1080P video files in popular video formats via <a href="http://petsplusmag.com/sendvideo">petsplusmag.com/sendvideo</a>		
<b>H WELCOME/EXIT ADS (MOBILE OPTION)</b>	1000 x 600 640 x 1136	250 KB

Welcome and exit ads appear only on visitor's first visit to a site each day. Please send two versions of your ad, one 1000 x 600 for desktop viewing and 640 x 1136 for mobile.

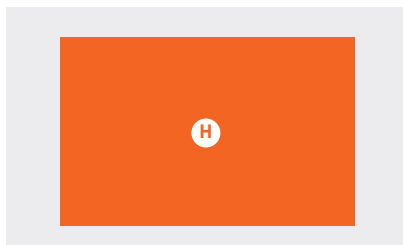
**ORBIT TOP (F) AND LOWER (H) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 120 pixels

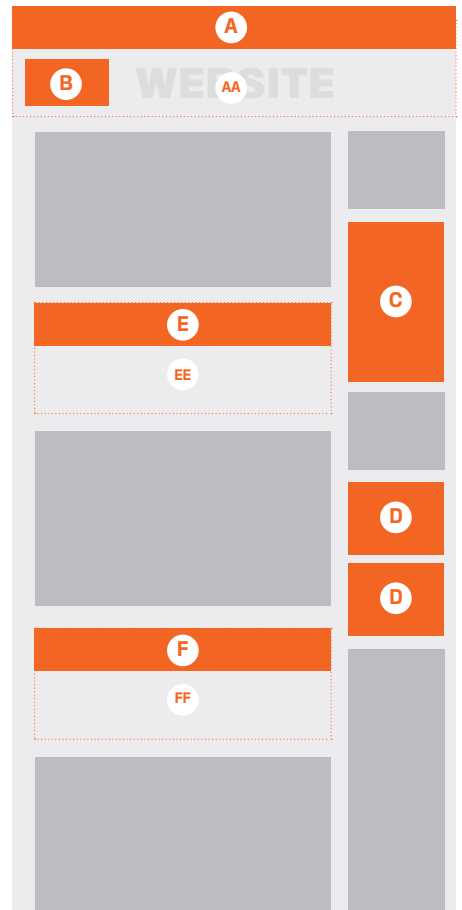
**SUPER SIZED ORBIT TOP (G) AND LOWER (J) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 240 pixels

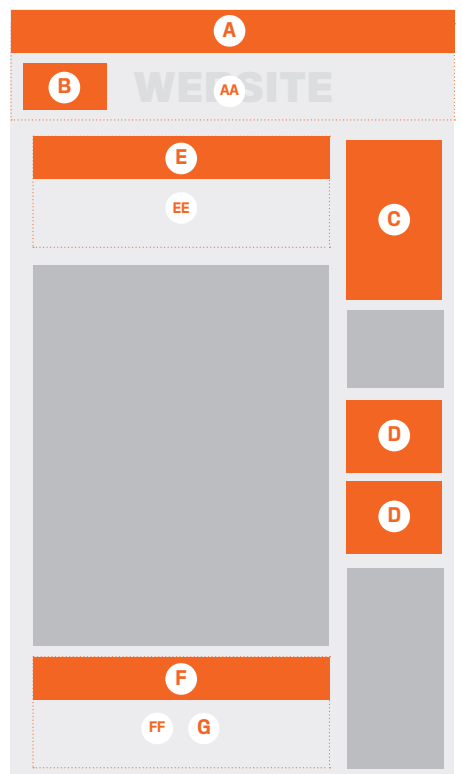
**WELCOME AND EXIT ADS (ALL PAGES)**



**HOME PAGE SIZES/FORMATS**



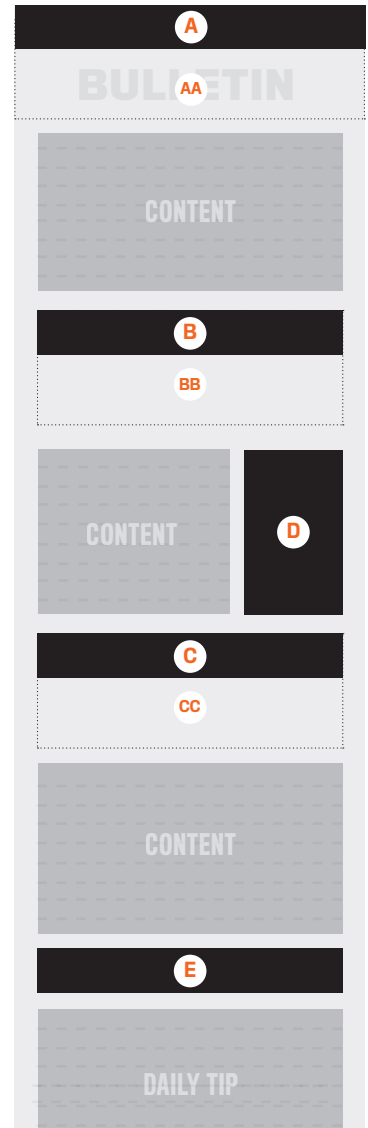
**INSIDE PAGE**



**SPECIFICATIONS OF EMAIL ADVERTISING**

		Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
<b>A</b>	<b>LEADERBOARD</b>	560 x 120	30 KB
<b>AA</b>	<b>LEADERBOARD (SUPERSIZED)</b>	560 x 240	60 KB
<b>B</b>	<b>ORBIT TOP</b>	560 x 120	30 KB
<b>BB</b>	<b>ORBIT TOP (SUPERSIZED)</b>	560 x 240	60 KB
<b>C</b>	<b>ORBIT LOWER</b>	560 x 120	30 KB
<b>CC</b>	<b>ORBIT LOWER (SUPERSIZED)</b>	560 x 240	60 KB
<b>D</b>	<b>SIDE SKYSCRAPER</b>	250 x 500	60 KB
<b>E</b>	<b>DAILY TIP BANNER</b>	560 x 120	30 KB

**EMAIL SIZES/FORMATS**



**BANNER SPECIFICATIONS FOR EMAILS**

- ➔ First frame of animated advertisements should include critical content, as some email servers will not display animation.
- ➔ Flash files and other rich media ads are not allowed on emails.

**HEADLINES TOP (B) AND LOWER (C) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 120 pixels

**SUPER SIZED HEADLINE TOP (BB) AND LOWER (CC) BANNER PACKAGE**  
PACKAGE INCLUDES:

- ➔ Homepage and website banner: 728 x 156 pixels
- ➔ Email bulletin banner: 560 x 240 pixels

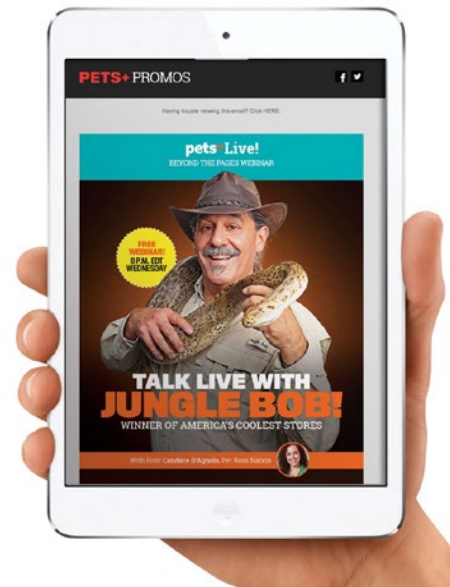
**REQUIREMENTS FOR EMAIL ADVERTISING BLASTS**

**EBLAST SPECIFICATION**

- ➔ Accepted formats: JPG, GIF, PDF, HTML (if providing HTML, please submit COMPLETE HTML file).
- ➔ Emails should not exceed maximum width of 600 pixels
- ➔ No maximum height, if email exceeds viewable area a scroll bar will automatically appear
- ➔ File size should always be kept as small as possible. Keep between 40K and 100K
- ➔ FROM line will be: INVISION Promos bulletins@invisionmag.com
- ➔ Please also make sure to include SUBJECT line

**HTML REQUIREMENTS**

- ➔ Use fixed widths within tables
- ➔ Images must be externally hosted by the advertiser
- ➔ Always use ALT tags
- ➔ No animated gifs, video, flash or Javascript embedded in an email
- ➔ Avoid using cascading style sheets (inline style sheets are an acceptable substitute for CSS)



**SPECIFICATIONS OF DIGIMAG WRAPPER PACKAGES**

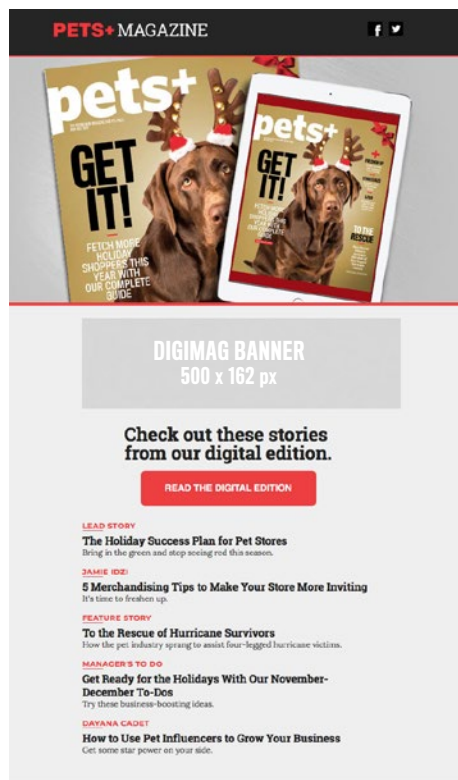
**FULL PAGE OPPOSITE MAGAZINE COVER**

**RESOLUTION: 350 DPI**  
**TRIM SIZE: 9" X 10-7/8"**  
**BLEED: 9-1/4" X 11-1/8"**



**DIGI-MAG EBLAST BANNER**

**500 PIXELS WIDE X 162 PIXELS TALL**



**DIGI-MAG WEBPAGE LEADERBOARD**

**400 PIXELS WIDE X 130 PIXELS TALL**

