


SMARTWORK MEDIA DIGITAL ADVERTISING SPECIFICATIONS

E-MAIL ALL DIGITAL ARTWORK TO DIGITAL@SMARTWORKMEDIA.COM

WEBSITE BANNERS

BANNER SPECIFICATION

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

		Desktop size pixels (W x H)	Maximum File Size	Mobile size pixels (W x H)
A	BILLBOARD	1800 x 460*	300 KB**	400 x 300
B	HEADLINE BANNERS	740 x 190	100 KB***	300 x 250
C	SIDE SKYSCRAPER	300 x 600	100 KB***	300 x 300
D	SIDE STANDARD	300 x 300	100 KB***	300 x 300
	WELCOME/EXIT ADS (NOT PICTURED)	1000 x 600	300 KB	320 x 480

* Maximum resolution to appear at full width on higher-resolution devices.

** Maximum file size for GIF animated Billboard banners is 1 MB.

*** Maximum file size for GIF animated Side Standard, Skyscraper and Headline banners is 300 KB.

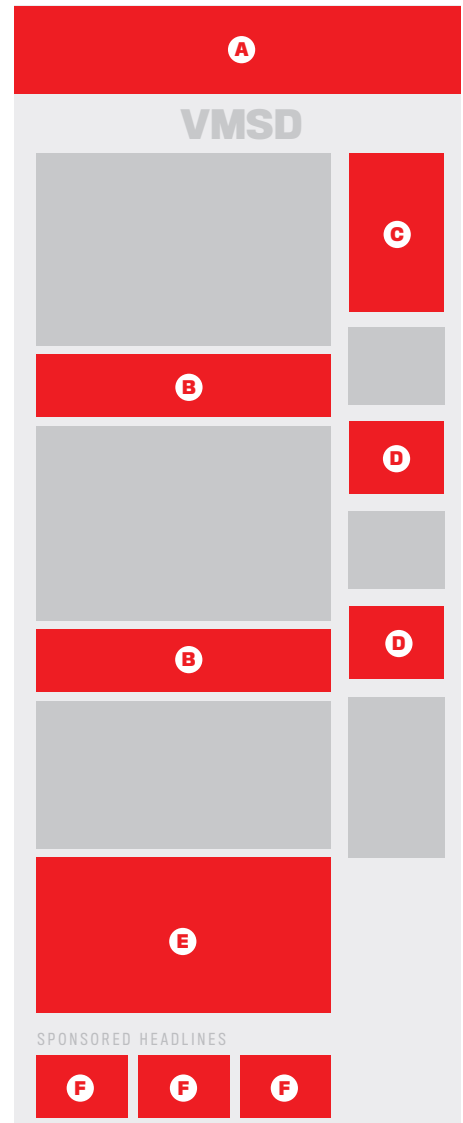
SPECIAL UNITS

E VIDEO THEATER AD

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo
512 megabytes is the maximum size acceptable for Google upload.

F SPONSORED HEADLINES

Send 400 x 240 pixel thumbnail and URL for content



STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page looks like on our websites.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

AD RETARGETING

- ➔ Provide artwork for at least two of the following ad sizes: **300x250**, **300x600**, **728x90**, **320x50**, **160x600**, **970x250** (Recommended sizes are in bold)
- ➔ Artwork file size should be under 150KB
- ➔ Artwork may be a variety of static or animated GIFs
- ➔ Provide a single or multiple URLs to link with your banners. **NOTE:** The landing page should have a clear and visible link to the site's Privacy Policy

EMAIL PRODUCTS

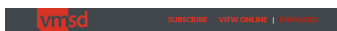
DAILY E-BULLETINS

		Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
A	BILLBOARD	600 x 155	50 KB
B	HEADLINE BANNER 1	560 x 145	30 KB
C	SKYSCRAPER	250 x 500	60 KB
D	HEADLINE BANNER 2	560 x 145	30 KB
E	HEADLINE BANNER 3	560 x 145	30 KB
F	"BIG FOOT" BANNER	560 x 300	60 KB

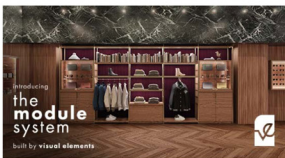
BANNER SPECIFICATIONS FOR EMAILS

- ➔ 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.

PRODUCT SHOWCASE BULLETINS



Visual Showcase: Exciting Options for Your Projects



VISUAL ELEMENTS The Module System Is Our Proprietary Fixture Display Collection

Our pre-engineered modules are designed specifically for any retail experience and can be configured to infinity and beyond. We create environments using materials and finishes that are unique to your brand, while improving speed to market. Proudly designed and built by Visual Elements.

[LEARN MORE](#)



PEASTARIGLASINTERNACIONAL Display Your Commitment to Sustainability with Astariglas Eco Cast

ASTARIGLAS® ECO CAST is a high-quality recycled and recyclable cast acrylic sheet. We are using high purity (> 99%) Depolymerized-MMA (DPMMA) as raw material exclusively made in the ASTARI facility to produce high-quality recycled and recyclable cast acrylic sheets with equal quality as cast acrylic sheets produced from virgin MMA.

[LEARN MORE](#)



OPTO INTERNATIONAL Modular and Custom Retail Displays From OPTO

From the materials we use to the design you choose—our team of experts will help you create a retail display solution that's authentic to your brand, functional for your business, and memorable to your customers.

[LEARN MORE](#)

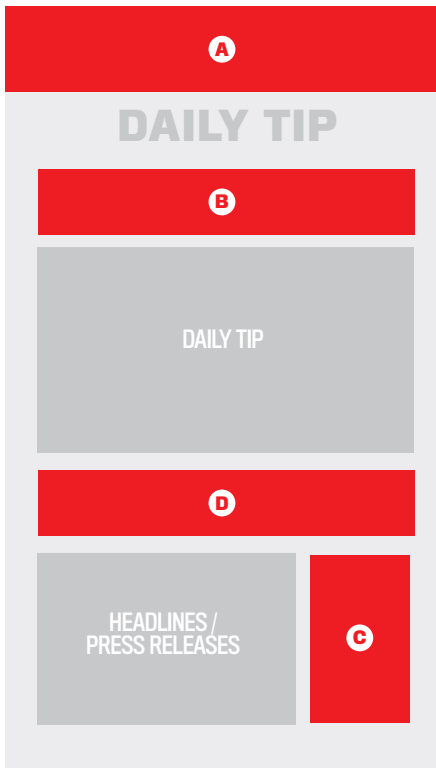
LISTINGS INCLUDE:

- ➔ Your 560x300px product image
- ➔ Up to 7-word headline
- ➔ Up to 50 words copy
- ➔ Company name and URL



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SPECIFICATIONS OF DAILY TIP BANNERS

		Unit measurement pixels (W x H)	Maximum Initial Download Fileweight
A	BILLBOARD	600 x 155	50 KB
B	LEADERBOARD	560 x 145	30 KB
C	SKYSCRAPER	250 x 500	60 KB
D	LOWER BANNER	560 x 145	30 KB

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.

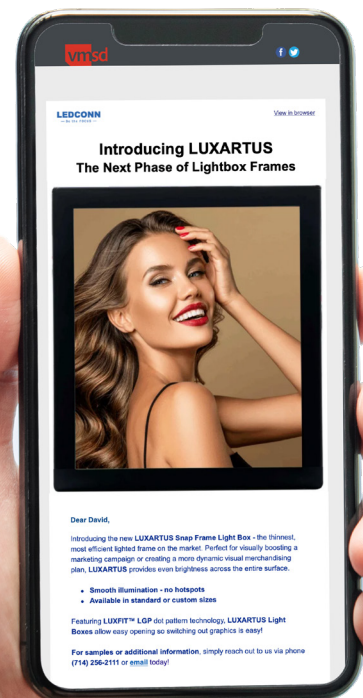
CUSTOM E-BLASTS

EBLAST SPECIFICATIONS

- ➔ 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: INSTORE Promos / bulletins@email-instoremag.com
- ➔ Please also make sure to include SUBJECT line

HTML REQUIREMENTS

- ➔ **Avoid using cascading style sheets (inline style sheets are an acceptable substitute for CSS)**
- ➔ 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



SOCIAL MEDIA

facebook

Copy Limits: 3 sentences plus URL link
Image Dimensions: 1200 x 630 px
Image Types: JPG, GIF or PNG
Provide 1-3 sentence message
Provide 1-3 optional images
Provide URL to be included in Facebook post
Provide URL to company Facebook page

LinkedIn

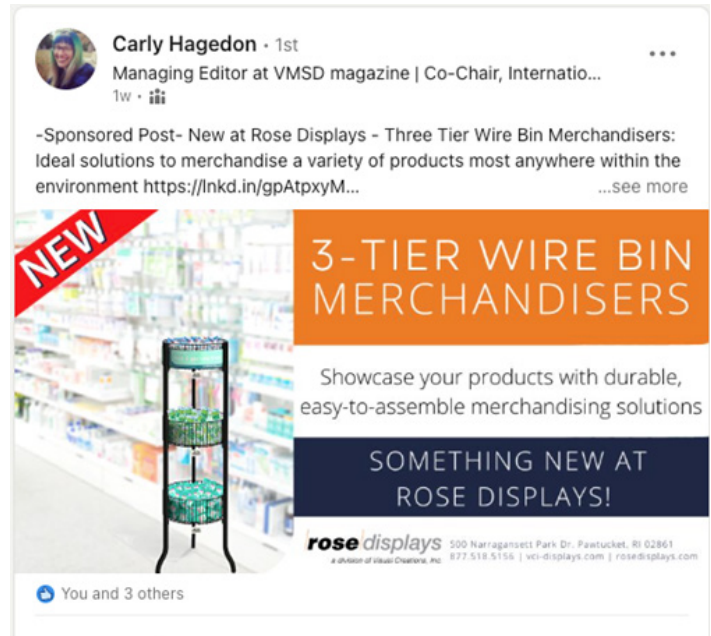
Copy Limits: 3 sentences plus URL link
Image Dimensions: 1200 x 630 px
Image Types: JPG, GIF or PNG
Provide 1-4 sentence message
Provide 1-3 optional images
Provide URL to be included in post
Provide URL to company LinkedIn page

Instagram

Visual Platform: Image subject and quality is critical.
Copy Limits: 3 sentences plus URL link
Image Dimensions: 1080x1080 px or 1080x1350 px
Image Types: JPG, GIF or PNG
Provide 1-3 sentence message
Provide 1-2 optional images
Provide URL to be included
Provide URL to company Instagram page

NOTE: Provide relevant hashtag(s) for all.

Send: Social media content to: digital@smartworkmedia.com.



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DIGITAL EDITION DIGIMAG WRAPPER PACKAGES

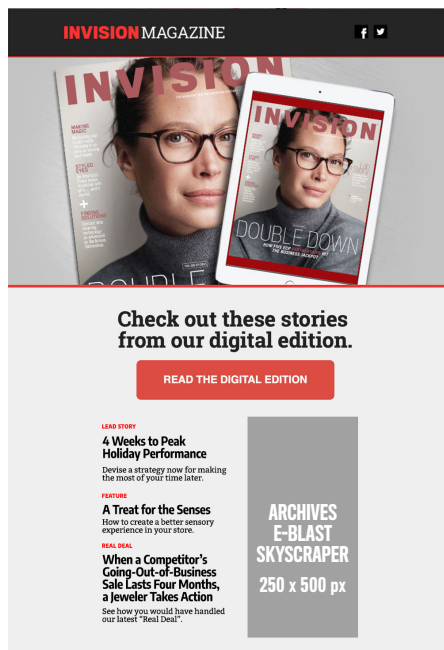
FULL PAGE OPPOSITE MAGAZINE COVER

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



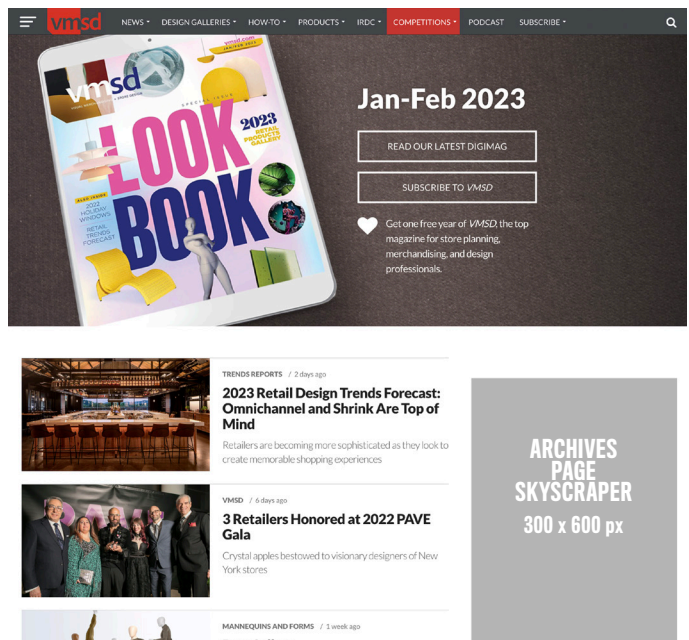
DIGI-MAG EBLAST BANNER

250 PIXELS WIDE X 500 PIXELS TALL



DIGI-MAG WEBPAGE SKYSCRAPER

300 PIXELS WIDE X 600 PIXELS TALL



Smart
WORK•MEDIA

Questions about digital artwork specifications? Email
digital@smartworkmedia.com.

OUR BRANDS:

INSTORE

INVISION

pets+

SIGNS^{OF THE}
TIMES

SCREENPRINTING

BIG
PICTURE

vm
sd

GLOBAL CANNABIS TIMES