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

SPECIFICATIONS OF 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.
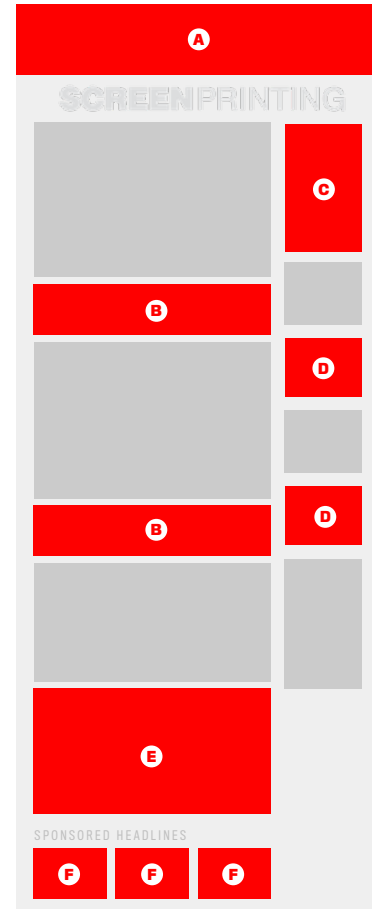
SPECIAL UNITS

E **VIDEO THEATER AD**
Send 1080P video files in popular video formats via **smartworkmedia.com/sendvideo**
512 MB 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 on SCREENPRINTINGMAG.COM looks like.

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.

E-BLAST SPECIFICATIONS
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: Screen Printing Partner / partner@stmedia-audience.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
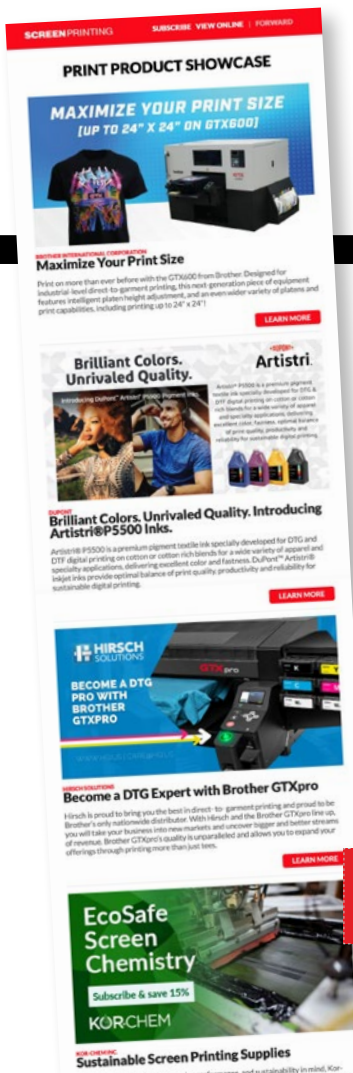➡ No animated gifs, video, flash or Javascript embedded in an email

SPECIFICATIONS OF EMAIL BANNERS

		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.

A

SCREENPRINTING

B

NEWS HEADLINES (PART 1)

PRESS RELEASES **C**

D

NEWS HEADLINES (PART 2)

E

MULTIMEDIA/CLASSIFIEDS

F

SPECIFICATIONS OF PRODUCT BULLETIN BANNERS

Screen Printing product bulletins are emailed to our full bulletin list and come from the sender "Screen Printing Products".

PRODUCT BULLETIN LISTING SPECIFICATION

➡ Your 560 x 300px product image
➡ Headline – 7 words or less
➡ Product copy – 50 words or less
➡ Company name
➡ Your company URL

Sample of a Screen Printing product bulletin.

PRINT PRODUCT SHOWCASE

MAXIMIZE YOUR PRINT SIZE
(UP TO 24" X 24" ON GTX600)

Maximize Your Print Size

Brilliant Colors. Unrivaled Quality.   Artistri

Brilliant Colors. Unrivaled Quality. Introducing Artistri®P5500 Inks.

BECOME A DTG PRO WITH BROTHER GTXPRO

Become a DTG Expert with Brother GTXpro

EcoSafe Screen Chemistry

Sustainable Screen Printing Supplies