

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
E	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.

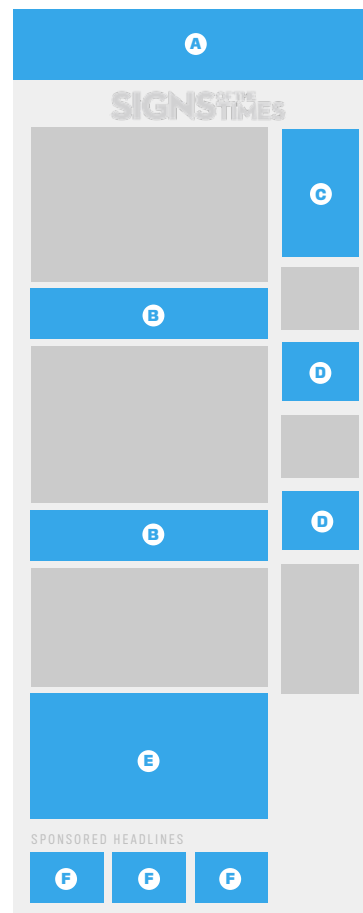
SPECIAL UNITS

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 SIGNSOFTHEMES.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: Signs of the Times 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

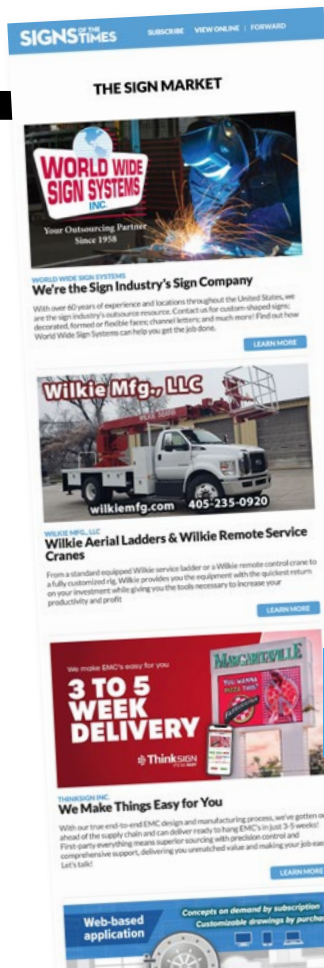
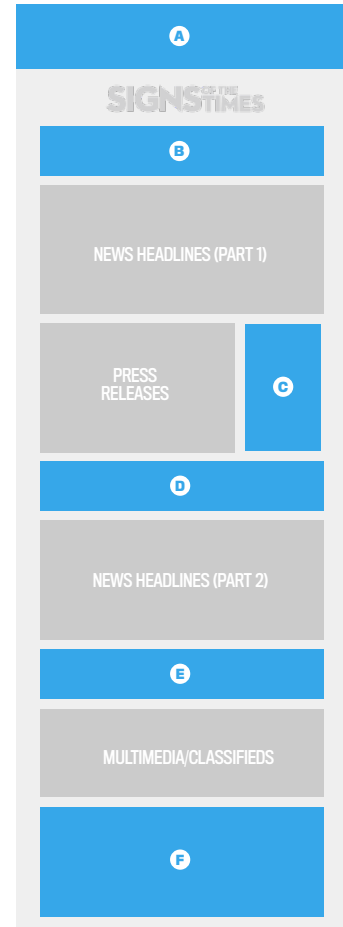


SPECIFICATIONS OF EMAIL BANNERS

		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.

SPECIFICATIONS OF
PRODUCT BULLETIN BANNERS

Signs of the Times product bulletins are emailed to our full bulletin list and come from the address "Signs of the Times 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 Signs
of the Times
product bulletin.