

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.

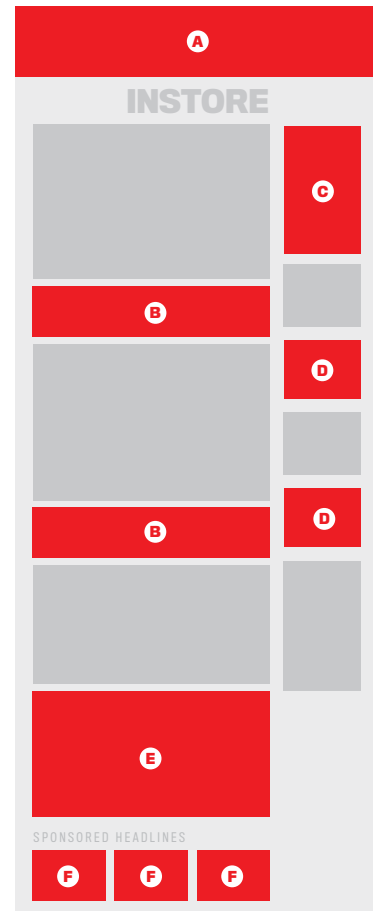
SPECIAL UNITS

E VIDEO THEATER AD

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo
512 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 on INSTOREMAG.COM looks like.

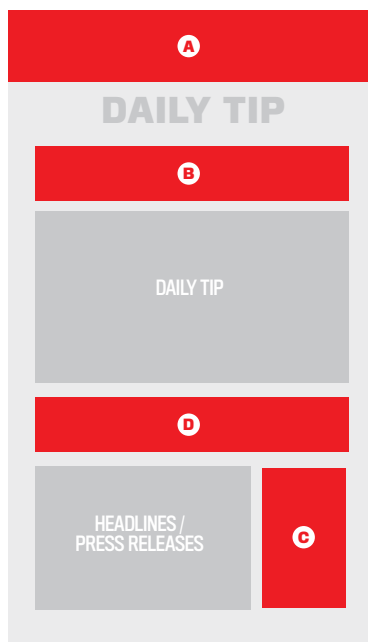
Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

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 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.



E-BLAST SPECIFICATIONS

REQUIREMENTS FOR EMAIL ADVERTISING BLASTS

E-BLAST 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: 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

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

250 PIXELS WIDE X 500 PIXELS TALL



Check out these stories from our digital edition.

HEAD THE DIGITAL EDITION

4 Weeks to Peak Holiday Performance
 Discover a strategy how far leading the crowd of your store sales.

A Treat for the Senses
 We have a recipe of a sensory experience in a jewelry store, what it means most vividly in a jewelry store's history with jewelry stores.

When a Competitor's Going-Out-of-Business Sale Lasts Four Months, a Jeweler Takes Action
 We have your jewelry store's survival kit.

ARCHIVES
 E-BLAST
 SKYSCRAPER
 250 x 500 px

DIGI-MAG WEBPAGE SKYSCRAPER

300 PIXELS WIDE X 600 PIXELS TALL



This Lovely Green Gem Has a Feather-Like Appearance

Previously, this known as "Greenish" had 0% sales per the other, environmental, per jewelry stores.



A Treat for the Senses

We have a recipe of a sensory experience in a jewelry store, what it means most vividly in a jewelry store's history with jewelry stores.



4 Weeks to Peak Holiday Performance

On how to change your jewelry store's performance in the busy holiday season.

ARCHIVES
 PAGE
 SKYSCRAPER
 300 x 600 px