

SPECIFICATIONS OF WEBSITE BANNERS

BANNER SPECIFICATION

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

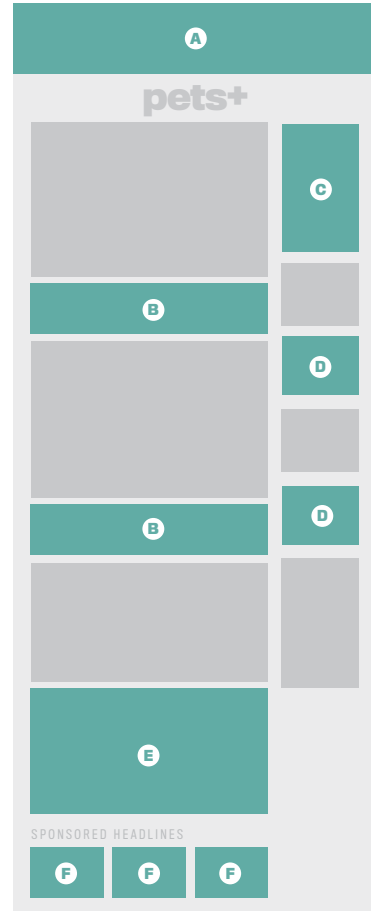
	Desktop size pixels (W x H)	Maximum File Size	Mobile size pixels (W x H)
A BILLBOARD	1800 x 460*	300 KB**	400 x 300
B HEADLINE BANNERS	740 x 190	100 KB***	300 x 250
C SIDE SKYSCRAPER	300 x 600	100 KB***	300 x 300
D SIDE STANDARD	300 x 300	100 KB***	300 x 300
E WELCOME/EXIT ADS (NOT PICTURED)	1000 x 600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



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: PETS+ Promos / bulletins@email-petsplusmag.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



DIGI-MAG WEBPAGE SKYSCRAPER

300 PIXELS WIDE X 600 PIXELS TALL

