

LEADERBOARD AND RECTANGLE-TEXT SPECS

EMAIL ADVERTISING TIPS: 1. Include branding and important information on the first frame when using animated GIFs, they will not animate in versions of Outlook 2007 and later. 2. Flash files will not render in email. 3. SmartBrief can use 3rd party click tags but cannot allow 3rd party ad serving.

NOTE: AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.

LEADERBOARD

- **Size:** 728 x 90 pixels. 40k maximum; GIF or JPEG
- **Click Through URL**
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended

RECTANGLE-TEXT AD UNIT

- **Ad Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- **Ad Image:** 180 x 150 pixels. 30k maximum; GIF or JPEG
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces
- **Click Through URL**

728 x 90

JUNE 13, 2014
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SmartBrief Publications

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Section Name
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120 x 60

Story Headline

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180 x 150

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120 x 60

Headline

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120 x 60

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MEDIUM RECTANGLE SPECS

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MEDIUM RECTANGLE AD

- **Size:** 300 x 250 pixels. 30k maximum; GIF or JPEG
- **Click Through URL**
- No limits on animation, maximum 4 frames recommended
- **Premium Unit:** One per brief per day

JUNE 13, 2014

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Section Name

Story Headline

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Story Headline

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Story Headline

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300 x 250

FEATURED CONTENT SPECS

EMAIL ADVERTISING TIPS: 1. Include branding and important information on the first frame when using animated GIFs, they will not animate in versions of Outlook 2007 and later. 2. Flash files will not render in email. 3. SmartBrief can use 3rd party click tags but cannot allow 3rd party ad serving.

CONTENT IS DUE 3 FULL BUSINESS DAYS PRIOR TO THE SCHEDULED SEND OR CAMPAIGN LAUNCH DATE.

SECTION HEADER

- **Section header:** 30 characters max, excluding spaces
- **Subheader:** "Sponsored content brought to you by..."
- **Ad logo (optional):** 120 x 60 pixels. 30k maximum; GIF or JPEG and a clickthrough URL (optional)

Featured Content Section Name

Featured Content Subheader

120 x 60

ALL FEATURED CONTENT CONTAINS A SECTION HEADER IN COMBINATION WITH ONE OF THE FOLLOWING CONTENT UNITS:

HEADLINE UNIT

- 3-5 headlines per issue
- **Headlines:** 35 characters, excluding spaces
- Clickthrough URLs to be embedded in each headline

Featured Content Section Name

Featured Content Subheader

120 x 60

- Nam nec tellus a odio tincidunt auctor a ornare odio [in](#) [f](#) [+](#)
- Proin gravida nibh vel velit auctor aliquet [in](#) [f](#) [+](#)
- Sed non mauris vitae erat consequat auctor eu in elit [in](#) [f](#) [+](#)

SUMMARY UNIT

- 1-2 summaries per issue
- **Headline:** 35 characters, excluding spaces
- **Summary:** 300 characters, excluding spaces
- **Image:** 180 x 150 pixels. 30k maximum; GIF or JPEG
- Clickthrough URL to be embedded in headline

Featured Content Section Name

Featured Content Subheader

120 x 60

Proin gravida nibh vel velit auctor aliquet

180 x 150

Share: [in](#) [f](#) [+](#)

Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Sed non neque elit. Sed ut imperdiet nisi. Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisi quis neque. Suspendisse in orci enim. Nisi elit consequat ipsum, nec sagittis sem nibh id elit.

BIG IMAGE UNIT

- 1 big image per issue
- **Headline:** 35 characters, excluding spaces
- **Summary:** 350 characters, excluding spaces
- **Image:** 300 x 250 pixels. 30k maximum; GIF or JPEG
- Clickthrough URL to be embedded in headline

Featured Content Section Name

Featured Content Subheader

120 x 60

Sed non mauris vitae erat consequat auctor eu in elit

300 x 250

Share: [in](#) [f](#) [+](#)

Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Sed non neque elit. Sed ut imperdiet nisi. Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisi quis neque. Suspendisse in orci enim. Nisi elit consequat ipsum, nec sagittis sem nibh id elit. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo.