



**GARDNER**  
Business Media, Inc.

DIGITAL ADVERTISING GUIDELINES

**Banner Plus - 120 x 100**

REV.  
01/20

**Follow these steps to ensure correct file submission to Gardner web sites.**

**FINAL FILE SUBMISSION**

- 120px x 100px
- 144 dpi
- File format: jpg
- File size max: 50k

- Body copy/CTA: max 45 characters

**BANNER ADS ARE STATIC**

**Animated GIF and Flash ads are not accepted**

**QUESTIONS: Contact our Advertising Dept.: call 513-527-8800 or email [advertising@gardnerweb.com](mailto:advertising@gardnerweb.com)**