

Enewsletter Ad Guidelines



This document is a guide to ensure correct digital artwork submission for the GBM magazine newsletters.

We offer four distinct ad models inside our newsletters.

BANNER AD: Static 468 x 60 pixel image

VIDEO AD: Static 180 x 100 pixel image with 50 words of live text and an active link to your desired video page

MULTI-FORMAT AD: Static 120 x 60 pixel image with 4 lines of live text

PRODUCT AD: Static 140 x 140 pixel image with 50 words of live text

NOTE ON AD AVAILABILITY: Not all our newsletters utilize every ad model shown on this page. Talk with your sales representative or advertising manager if you have questions about booking and availability of a particular ad size/spec.



BANNER AD

Size	Resolution	Format	Max File Size
468 X 60	72 dpi	JPG/GIF	35K



VIDEO AD

Single static image combined with 50 words of live text (including headline). Headline & Last line can link to URLs you request.



Video Ad Live Text Headline Goes Here (BOLD)

Sponsored Content

Your message and content will be placed here. Maximum of 50 words or 250 characters.

Active Link to Video Page (BOLD)

NOTE: The actual video does not

play in the newsletter. Videos may be housed on our magazine's website or advertiser's website. We will add a graphic "arrow" and "playback" graphic to your image unless supplied with your original artwork. There is no special text formatting (i.e. bolded text, colors, underlines).

SPECIFICATIONS FOR VIDEO AD

Image Size: **180 x 100 pixels**

Resolution: **72 dpi**

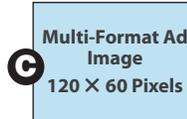
Format: **JPG/GIF (static)**

File Size: **40K**

Words: **50 (250 Characters max.)**

MULTI-FORMAT AD

Single static image combined with four lines of live text
Headline & Last line can link to URLs you request.



Line 1: Your Headline Goes Here. Maximum 45 characters. (BOLD)

Line 2: Your message and content will be placed here. Max. 45 characters.

Line 3: Your message and content will be placed here. Max. 45 characters.

Line 4: Your message and URL goes here. Maximum 45 characters. (BOLD)

SPECIFICATIONS FOR MULTI-FORMAT ADS

Image Size: **120 x 60 pixels**

Resolution: **72 dpi**

Format: **JPG/GIF (static)**

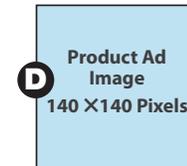
File Size: **10K**

Characters: **45 per line**

NOTE: Multi-format ads are placed between editorial content throughout the newsletter. These ads are built with four (4) lines of text per ad. Each line can be written with a maximum of 45 characters per line. The first and last line of text can be a link to a URL of your choice. There is no special text formatting (i.e. , bolded text, colors, underlines).

PRODUCT AD

Single static image combined with 50 words of live text (including headline). Headline & Last line can link to URLs you request.



Headline Goes Here (BOLD)

Sponsored Content

Your message and content will be placed here.

Maximum of 50 words or 250 characters.

Active Link to Video Page (BOLD)

SPECIFICATIONS FOR PRODUCT ADS

Image Size: **140 x 140 pixels**

Resolution: **72 dpi**

Format: **JPG/GIF (static)**

File Size: **40K**

Words: **50 (250 Characters max.)**

NOTE: Product ads are placed together in a stacked format above one another. The newsletter to the left is an example of this format. The headline and last line of the text can be a link to a URL of your choice. There is no special text formatting (i.e. bolded text, colors, underlines).