

Enewsletter Ad Guidelines

REV.
09/2017

MULTI-FORMAT AD

Single static image combined with four lines of live text

Headline & Last line can link to URLs you request.

Multi-Format Ad
Image
120 × 60 Pixels

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

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

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

Line 4: Your message and link goes here. (BOLD) *Max. 45 characters.*

SPECIFICATIONS FOR MULTI-FORMAT ADS

Image Size: **120 × 60 pixels**

Resolution: **72 dpi**

Format: **JPG**

File Size: **40K**

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).