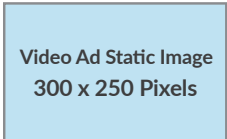


# Enewsletter Ad Guidelines

REV.  
10/2018

## VIDEO AD

Single static image combined with 200 characters of live text.  
Headline & Last line can link to URLs you request.



Video Ad Static Image  
300 x 250 Pixels

**TITLE: (BOLD)** 50 characters max.  
(Sponsored Content)

**BODY:** Your message and content will be placed here.  
Maximum of **200** characters.

**Link to Video Page (BOLD)**

## SPECIFICATIONS FOR VIDEO AD

Image Size: 300 × 250 pixels

Resolution: 144 dpi

Format: **JPG**

File Size: **50K**

Title: **50 characters**

Body: **200 characters**

**NOTE:** The actual video does not play in the newsletter. Videos may be housed on YouTube or advertiser's website. **We will add playbar to your image.** There is no special text formatting (i.e. bolded text, colors, underlines).