

TARGET MARKETING

A Target Marketing Group Publication

2010 E-Newsletter Specs

Flexible Ad Formats Designed to Maximize Results

DISPLAY CREATIVE:

- Leaderboard (728 x 90)
- Medium Rectangle (300 x 250)
- 3:1 Rectangle (300 x 100)

Helpful hint: Make sure you remember to include “ALT” text (up to 65 characters), which is displayed if images are blocked and helps meet American Disabilities Act (ADA) guidelines.

TEXT CREATIVE:

- 50-75 words (approximately 350 characters) including a 50-character bold headline
- 120 x 90 logo (GIF or JPEG), optional
- Ads appear in Arial type

Why text creative? 48% of e-mail programs (also known as “clients”) turn images off by default or don’t support images at all.*

- All e-newsletter display advertising units must be GIF or JPEG files
- Maximum file size: 35k
- Resolution: 72 dpi
- Looping Restrictions: Maximum of 4 frames and 3 loops
- No Flash/Rich Media
- Third-party ad server re-directs and 1x1 gifs allowed
- Materials due two (2) full days prior to e-newsletter insertion
- All ad placements include a small “advertisement” label

Did you know? If you roadblock an e-newsletter, you can place text creative in one spot and a display ad (GIF or JPEG) in the other.

For more information, please contact your advertising sales representative or contact Rob Yoegel, Vice President/e-Media, at (215) 238-5344.



* Pivotal Veracity Design Guide (October 2008)