

E-NEWSLETTER LEAD BANNER AD

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com.*

- Static image must be 728 x 90 pixels.
- Image must be 72dpi and no larger than 100KB.
- Must be JPG or PNG format.
- Image will be native on desktop and scale on mobile

E-NEWSLETTER NATIVE AD

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com*

- Static image must be 200 x 200 pixels.
- Must be JPG or PNG format.
- Image must be 72dpi and no larger than 50KB.
- Headline: 50 characters or less
- Copy: 250 characters
- Must provide URL (<http://>) to be listed.

E-NEWSLETTER MEDIUM RECTANGLE AD

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com.*

- Static image must be 300 x 250 pixels (no tags).
- Image must be 72dpi and no larger than 50KB.
- Must be JPG, or PNG format.
- Must provide URL (<http://>) to which the banner links.
- Recommended: Design banner ad with a solid color background to avoid color conflicts with displaying page.

E-NEWSLETTER FEATURED PRODUCT/SERVICE OR EVENT

*Artwork is due 5 business days before the week reserved.
Send materials to tanya@farranmedia.com*

- Static image must include a 200 x 200 pixel product photo.
- Image must be 72dpi and no larger than 30KB.
- Must be PNG or JPG format.
- 50-word product description.
- Must provide URL (<http://>) to be listed.

E-PROMOTION

*Materials are due 5 business days before e-mail blast date.
Send all materials to tanya@farranmedia.com by the due date.*

Required Files and Information:

1. Subject line (not to exceed 80 characters)
2. Company name (will appear in the "Sponsored by" line)
3. An HTML file
4. A Plain Text file
5. 200 x 200 pixel image and 40-character headline to be used in the "Featured Promotions" row on the homepage.

*Character counter: <http://www.javascriptkit.com/script/script2/charcount.shtml>
Please make sure to include BOTH an HTML file AND a Plain Text file.*

HTML REQUIREMENTS

- We cannot accept files from Microsoft Word or Constant Contact.
- Code must validate via W3C.
- Images must be hosted on your site with full URL paths incorporated into your HTML file.
- Total width must be no greater than 620 pixels.
- HTML maximum file size is 50KB.
- No custom merge fields allowed.
- No embedded background images.
- Be sure to include <http://> in all URLs.
- In-line CSS styles are required.

Any CSS in the head will only be applied to specified classes/IDs. General applications to body, p, h1, etc., will not be rendered. CSS styles in the head are not rendered consistently across all devices/platforms, so please test before sending material. NO HTML5 or CSS3. Email browsers will not consistently render HTML5/CSS3.

PLAIN TEXT FILE REQUIREMENTS

This will be displayed to a small portion of users who have HTML email disabled.

- Plain text-only format (filename.txt)
- NO GRAPHICS or code for the Plain Text file; URLs okay
- Text formatting such as bold, italic, font size, bullets or color will not appear as such.

*Please visit this site for some helpful tips on coding your HTML email:
<http://www.dentaltown.com/images/Promotions/epromotips/epromoguide.html>*

LEADERBOARD AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 728 x 90 pixel image (desktop version).

REQUIRED: 320 x 50 pixel image (mobile version).

- Format must be JPG, PNG, GIF or 3rd party tag.
- Images must be 72dpi and no larger than 200KB.

REQUIRED: URL that the images will link to.

- URL must start with (https://)
- May use a different URL for each image.
- May use 3rd party tracking tags.

HOMEPAGE BANNER AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 300 x 250 pixel image.

- Format must be JPG, PNG, GIF or 3rd party tag.
- Image must be 72dpi and no larger than 200KB.

REQUIRED: URL that the image will link to.

- URL must start with (https://)
- May use 3rd party tracking tag.

CAMPAIGN PAGE AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 700 x 400 pixel image (desktop version).

REQUIRED: 300 x 250 pixel image (mobile version).

- Format must be JPG, PNG, GIF or 3rd party tag.
- Images must be 72dpi and no larger than 200KB.

REQUIRED: URL that the images will link to.

- URL must start with (https://)
- Must use the same URL for both images.
- May use 3rd party tracking tags.

CATEGORY BANNER ADS

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 728 x 90 pixel image (leaderboard).

REQUIRED: 320 x 50 pixel image (mobile leaderboard).

REQUIRED: 160 x 600 pixel image (skyscraper).

- Format must be JPG, PNG, GIF or 3rd party tag.
- Images must be 72dpi and no larger than 200KB.

REQUIRED: URL that the images will link to.

- URL must start with (https://)
- May use a different URL for each image.
- May use 3rd party tracking tags.

SIDE BADGE AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 180 x 150 pixel image.

- Format must be JPG, PNG, GIF or 3rd party tag.
- Images must be 72dpi and no larger than 80KB.

REQUIRED: URL that the image will link to.

- URL must start with (https://)
- May use 3rd party tracking tag.

MESSAGE BOARD BANNER AD

Artwork is due 10 business days before the start date.

Send materials to tanya@farranmedia.com

REQUIRED: 728 x 90 pixel image.

- Format must be JPG, PNG or GIF.
- Image must be 72dpi and no larger than 200KB.

REQUIRED: URL that the image will link to.

- URL must start with (https://)
- May use 3rd party tracking tag.

MESSAGE BOARD SPOTLIGHT AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 300 x 250 pixel image.

- Format must be JPG, PNG or GIF.
- Image must be 72dpi and no larger than 200KB.
- Only the image will show on mobile.

REQUIRED: Company logo (150 pixel width).

REQUIRED: Product name (will appear in headline).

REQUIRED: Product description (up to 250 characters).

REQUIRED: URL that the image will link to.

- URL must start with (https://)
- May use 3rd party tracking tags.

MOBILE APP AD

Artwork is due 10 business days before start date.

Send materials to tanya@farranmedia.com

REQUIRED: 300 x 250 pixel image.

- Format must be JPG or PNG.
- Image must be 72dpi and no larger than 200KB.

REQUIRED: URL that the image will link to.

- URL must start with (https://)

VIDEO

For the video placement, you must send a video file.

Tags are not accepted. We will need the actual video file.

VIDEO REQUIREMENTS:

- 640 x 360 resolution (16:9 aspect ratio) MP4 File (no tags)
- File Size: 75MB maximum
- Duration: 2:30 seconds maximum
- Frame Rate: 29.97 fps
- Audio Format/Code: MP3, MP4, AAC supported
- Audio Bit rate: 196 kbps recommended
- Sample Rate: 44.1 kHz recommended

We will also need the following with your video file:

- Title
- Description: up to 100 characters (includes whitespace)
- URL: title will be clickable