

TravelPRESSToday Newsletter Advertising Units and Specifications

To make your advertising material creation and submission as seamless as possible, please read this information carefully and in its entirety.

DIGITAL ADVERTISING

All dimensions are width x depth

BANNER UNIT	Dimensions in pixels	Format
Skyscraper Banner	250 x 360	jpeg, png, animated gif
Top Leaderboard Banner	728 x 90 320 x 50*	jpeg, png, animated gif
Middle Leaderboard Banner	728 x 90 320 x 50*	jpeg, png, animated gif
Bottom Leaderboard Banner	728 x 90 320 x 50*	jpeg, png, animated gif
Square Banner	250 x 250	jpeg, png, animated gif
	*mobile equivalent	

MATERIAL SPECIFICATIONS, DEADLINES AND DELIVERY

BANNER UNITS:

Banners must be supplied at 1:1 ratio; 72dpi at 100%. Animated gif's must be three (3) frames maximum. Please include a click through URL or tracking tag. Note: Third Party creative tags **are not** permitted.

Material is DUE minimum three (3) business days prior to deployment date unless otherwise specified

ALL digital advertising and banner materials must be emailed directly to Wayne Labourn (wlabourn@baxter.net) and CC'd to your Baxter Advertising Representative. Larger files may be sent as a link through large-file transfer services such as WeTransfer, DropBox etc.