

## PressToday 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
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	
	*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](mailto: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.