

travelpress.com 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
Homepage Leaderboard	970 x 90 320 x 50*	jpeg, png, animated gif
Homepage Skyscraper	160 x 600 250 x 250*	jpeg, png, animated gif
Homepage Square	250 x 250	jpeg, png, animated gif
Inside Page (ROS minus Homepage) Leaderboard	970 x 90 320 x 50*	jpeg, png, animated gif
Inside Page (ROS minus Homepage) Skyscraper	160 x 600 250 x 250*	jpeg, png, animated gif
Inside Page (ROS minus Homepage) Square	250 x 250	jpeg, png, animated gif
Pop-Up (Weekly)	700 x 700	jpeg, png, animated gif
Section Takeover** (Destinations, Airlines etc...) Includes six (6) banners plus mobile equivalents where applicable. 1x 250 x 250 square on the homepage (relevant to the takeover section) 2x 970 x 90 leaderboards on the takeover page 1x 160 x 600 skyscraper on the takeover page 1x 250 x 250 square on the takeover page 1x 250 x 250 slider on the takeover page	250 x 250 970 x 90 320 x 50* 160 x 600 250 x 250* 250 x 250 250 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** permitted on this site.

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

**Material for section takeover is DUE minimum seven (7) days prior to deployment date.

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.