

TravelBlast 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

HTML / IMAGE	Dimensions in inches	Dimensions in pixels	Format
Single image Graphic	N/A	850 x 1100	jpeg, png
Single image PDF	8.5 x 11	N/A	pdf
HTML	N/A	Maximum width 850px	html + jpeg, png, animated gif

MATERIAL SPECIFICATIONS, DEADLINES AND DELIVERY

IMAGE-ONLY FORMATS:

Single image Graphic must be supplied at 1:1 ratio; 72dpi at 100%. Please include a click through URL or tag.
Single image PDF must be supplied as high resolution (300dpi). Click through URL or tags can be applied in the PDF or included separately in plain text format (email or docx).

HTML FILE FORMATS:

HTML files must be supplied as attachments (not embedded in the body of an email), or as a web browser link.

HTML files must be complete, including all links, images and CSS. Images should be hosted on the advertisers (or their agents) server(s), or supplied in an "images" folder using the identical names as specified in the html file.

Baxter Media can implement supplied click-through or tracking tags, however placeholder URL's must be present in the html file in the form of temporary links ie: href="{{add click through url}}". Although we strive for accuracy, Baxter Media cannot be held liable for incorrect implementation of links/tags.

As our mailing portal already offers an opt-out option, **unsubscribe/update profile information** should not be included in your html file, as it will be removed.

In accordance with CASL (Canadian Anti-Spam Legislation) all **TravelBlast's must include the full address of the advertiser.** This can be included in your image or html file, or sent separately in plain text format (email or docx).

A **subject line** for the email broadcast must be provided.

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.