

## E-PROMOTION

*Materials are due 5 business days before e-mail blast date.  
Send all materials to [tanya@farranmedia.com](mailto: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>*

## E-NEWSLETTER BANNER AD

*Artwork is due 5 business days before the week reserved.  
Send materials to [tanya@farranmedia.com](mailto: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

*Artwork is due 5 business days before the week reserved.  
Send materials to [tanya@farranmedia.com](mailto: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.

## LEADERBOARD AD

*Artwork is due 10 business days before start date.*

*Send materials to [tanya@farranmedia.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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