

# GARDENANDGUN.COM

## GENERAL GUIDELINES

All materials due 5 business days prior to start. E-Newsletter sponsored edition materials due 2 weeks prior to deployment month.

- The lead time for standard creative is 5 business days
- All Flash files must contain a blank ClickTag command, and linking URLs should be listed separately
- All ad units must launch a new browser window when clicked on
- All rich media ads must have an alternate GIF/JPEG version of creative
- DFP is used to serve all *Garden & Gun* Site Ad Units
- No PSA ads are allowed
- Emma is used to serve all newsletter placements
- Email newsletter banner ads must be static only
- *Garden & Gun* reserves the right to terminate any campaign according to our discretion
- No geotargeting
- Best Practice: provide a standard image file as backup for times when the user's browser does not support creative functionality (i.e. HTML5)

## STANDARD BANNERS

### PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250
- Medium Rectangle: 300x250 (also serves mobile and tablet)
- Half Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 300x50

\*Please contact your sales team for additional sizes

### SPECIFICATIONS

- Formats: GIF, Image, HTML5
- 40k max GIF/JPEG; up to 3 loops with 15 seconds max animation (loops combined)
- Standard banners should be built with responsive capabilities

### MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a back up GIF

- 15k max file size GIF/JPEG
- Host max animation seconds: 10-15 sec max; GIF animation or HTML5—no flash

**PLEASE SEND ALL MATERIALS TO**

**DIGITAL@GARDENANDGUN.COM**

## RICH MEDIA

### IN BANNER VIDEO ADS

#### PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250
- Medium Rectangle: 300x250 (also serves mobile and tablet)
- Half Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 300x50 (no flash)

\*Please contact your sales team for additional sizes

#### SPECIFICATIONS

- In Banner Video ads must be user initiated
- 40k max initial load / 100k subsequent polite load / 2.2MB max for file-loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 seconds total animation

## EMAIL NEWSLETTERS

### E-NEWSLETTER SPONSORSHIPS

#### PRODUCT DIMENSIONS

- 300x250
- Click redirect URL

#### SPECIFICATIONS

- 40k max file size
- NOTE: 3rd party impression or click tracking pixels are not accepted
- Formats: GIF, Image

### SPONSORED EDITION E-NEWSLETTER

#### PRODUCT DIMENSIONS

- 300x250
- 2-3 high resolution photo options
- Talking points
- Click redirect URL

#### SPECIFICATIONS

- 40k max file size
- NOTE: 3rd party impression or click tracking pixels are not accepted

## THIRD PARTY ADS

### WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS

- Atlas
- Bluestreak
- Conversant
- DoubleClick Rich Media
- Eyeblaster
- EyeWonder
- Falk Realtime
- Flashtalking
- Klipmart
- MediaMind
- Mediaplex
- Motif (when served via DFA)
- PointRoll
- Trueeffect
- Unicast/Viewpoint
- United Virtualities

Note: Sponsorship impressions are not guaranteed. Inventory is based on a first come, first served basis. Availability will be confirmed at time of insertion order. Agency/client is responsible for all third-party serving fees. Media may be preempted for site-wide takeovers; all attempts will be made for an equitable makegood.

**FOR MORE INFORMATION**, contact your Sales Representative or *Garden & Gun* Advertising at [advertising@gardenandgun.com](mailto:advertising@gardenandgun.com) | 843.518.5151.