

DIGITAL AD SPECIFICATIONS

GENERAL GUIDELINES

All materials due five business days prior to start. Email newsletter sponsored edition materials due two weeks prior to deployment.

- The lead time for standard creative is five business days
- All Flash files must contain a blank ClickTag command, and linking URLs should be listed separately
- Units must launch a new browser window when clicked
- 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 (e.g., HTML5)

STANDARD BANNERS

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 250
- Medium Rectangle: 300 x 250 (also serves mobile and tablet)
- Half-Page Ad: 300 x 600
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 300 x 50

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 backup GIF

- 15k max file size GIF/JPEG
- Host max animation seconds: 10-15 seconds 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: 970 x 250
- Medium Rectangle: 300 x 250 (also serves mobile and tablet)
- Half-Page Ad: 300 x 600
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 300 x 50 (no flash)

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

SPONSORSHIPS

PRODUCT DIMENSIONS

- 300 x 250
- Click redirect URL

SPECIFICATIONS

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

SPONSORED EDITION

PRODUCT DIMENSIONS

- 300 x 250
- Click redirect URL
- 2-3 high-resolution photo options
- Talking points

SPECIFICATIONS

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

THIRD-PARTY ADS

WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS

- | | | | |
|--------------|-----------------|-------------|--------------|
| • Atlas | • DoubleClick | • Klipmart | • Trueeffect |
| • Arrivalist | • Rich Media | • MediaMind | • Unicast/ |
| • Bluestreak | • EyeWonder | • Mediaplex | Viewpoint |
| • Conversant | • Falk Realtime | • Motif | • United |
| • Eyeblaster | • Flashtalking | • PointRoll | 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 | 843.518.5151