

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.

- Google Ad Manager is used to serve all *Garden & Gun* site ad units
- No PSA ads are allowed
- No geotargeting
- All rich media ads must have an alternate GIF/JPEG version of creative
- Units must launch a new browser window when clicked
- All third-party tags should be submitted containing all necessary pre-inserted macros
- All Flash files must contain a blank clickTag command, and linking URLs should be listed separately
- Best practice: Provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- 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 at the magazine's discretion

BANNER ADVERTISEMENTS

STANDARD BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250
- Medium Rectangle: 300x250 (also serves mobile and tablet)
- Half-Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 320x50

PREMIUM BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x400
- Medium Rectangle: 336x280
- Half-Page Ad: 300x1050
- Tablet Leaderboard: 336x280
- Mobile Leaderboard: 320x100

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

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: 320x50 (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

THIRD-PARTY ADS (APPLICABLE TO BANNER ADS ONLY)

WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS

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

EMAIL NEWSLETTERS

SPONSORSHIPS PRODUCT DIMENSIONS

- 300x250
- Click redirect URL

SPECIFICATIONS

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

SPONSORED EDITION PRODUCT DIMENSIONS

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

SPECIFICATIONS

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

PLEASE SEND ALL MATERIALS TO DIGITAL@GARDENANDGUN.COM