

# DIGITAL AD SPECIFICATIONS

## GENERAL GUIDELINES

- Google Ad Manager is used to serve all *Garden & Gun* site ad units
- No PSA ads are allowed
- All third-party tags should be submitted containing all necessary pre-inserted macros
- *Garden & Gun* reserves the right to terminate any campaign at the magazine's discretion

## SOCIAL MEDIA

### SPECIFICATIONS

- 2-3 talking points + Call to Action and KPIs
- 6-10 hi resolution images (vertical and horizontal in orientation)
- Handles, Hashtags and Redirect URL(s)
- Audience targets to include in addition to the G&G audience
- Facebook / Instagram partnership approval
- Contact for creative approvals

## 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, Max file sizes of 1MG/RGB format
- Video: 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

### *ENHANCED EDITION SKILLET OR TALK OF THE SOUTH*

#### SPECIFICATIONS

- 2-3 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)
- 2-3 talking points with call to action and a click through URL
- Main point of contact for approvals
- Emails to include with deployment
- \*\*Word Count: 90-120 written in the G&G voice using copy/talking points provided

### *ENHANCED GOOD HUNTING*

#### SPECIFICATIONS

- (1) product to be featured in the newsletter
- Product photography shot on white background (1-2 options)
- Description / 2-3 copy points for the product for editors to work into the copy
- Preferred URL
- Main point of contact for approvals
- Emails to include with deployment

### *SPONSORED EDITION SKILLET OR TALK OF THE SOUTH*

#### SPECIFICATIONS

- Overall message / **overarching theme** or **call-to-action** for newsletter
- Copy points: 3-4 main **talking points and any URLs for the G&G writer to work into the story**
- 4-6 hi-res images (mix of horizontal and vertical) with brief captions
- 300x250 banner ad (static only)
- Click through URL
- Main point of contact for approvals
- Emails to include with deployment
- \*\*Word Count: 200-250 written in the G&G voice using copy/talking points provided

### *SPONSORED GOOD HUNTING*

#### SPECIFICATIONS

- Products: 4-6 products to be featured in the newsletter
- Product photography shot on white background (1-2 options for each product)
- Description / 2-3 copy points for the product for editors to work into the copy
- Preferred URL for each product
- Main point of contact for approvals
- Emails to include with deployment

PLEASE SEND ALL MATERIALS TO EMILY DEAL AT [EDEAL@GARDENANDGUN.COM](mailto:EDEAL@GARDENANDGUN.COM)  
AND JESSICA BACON AT [JBACON@GARDENANDGUN.COM](mailto:JBACON@GARDENANDGUN.COM)