DIGITAL AD SPECIFICATIONS

BANNER ADVERTISEMENTS

BANNER ADS FORM

**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

EMAIL NEWSLETTER FORM

ENHANCED 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 a call-to-action and URL

SPONSORED SKILLET OR TALK OF THE SOUTH SPECIFICATIONS
- 4-6 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- 3-5 talking points with call-to-action and URL(s)

ENHANCED GOOD HUNTING SPECIFICATIONS
- 1 product featured in the newsletter
- Hi-res product images on white background (2-3 options)
- 2-3 talking points with a call-to-action and URL

SPONSORED GOOD HUNTING SPECIFICATIONS
- 6-8 products featured in the newsletter
- Hi-res product images shot on white background (2-3 options for each product)
- 2-3 copy points + URL(s) for the products

SOCIAL MEDIA SPONSORSHIP

SOCIAL MEDIA FORM

SPECIFICATIONS
- 2-3 talking points with a call-to-action and a URL
- 6-10 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Brand handles and hashtags
- Facebook/Instagram partnership approval

DIGITAL BRANDED CONTENT

DBC MATERIALS FORM

SPECIFICATIONS
- Overall theme/pillar to focus on
- Copy points, key brand messaging, contact(s) for interviews
- Suggested POIs to highlight and URLs (if applicable)
- 10+ hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Call-to-action, URL(s), brand logo, and KPIs
- 100% SOV Banner ads with URLs or tags
- Social media handles, hashtags and Facebook/Instagram partnership approval
- Preferred way G&G to handle negative feedback on platforms (if applicable)
- Main point of contact for approvals
- Emails to include with newsletter deployment

Note: Talking points for *The Skillet* newsletter must include a recipe or food/drink-related content

Note: Images submitted for sponsored social media and email newsletters must be hi-res, professional shots and may not have any filters or text overlay