

# 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, TALK OF THE SOUTH, AND DUE 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
- Main point-of-contact for approvals
- Emails to include with newsletter deployment

#### SPONSORED SKILLET, TALK OF THE SOUTH, AND DUE 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)
- Main point-of-contact for approvals
- Emails to include with newsletter deployment

## 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

#### DIGITAL CONTACTS

Corianna Lebrman clebrman@gardenandgun.com  
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Note: Talking points for The Skillet newsletter must include a recipe or food/drink-related content and talking points for the Due South newsletter must include travel-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