

Digital Ad Specs

Banner Advertisements

STANDARD BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250px
- Medium Rectangle: 300x250px
(also serves mobile and tablet)
- Half-Page Ad: 300x600px
- Tablet Leaderboard: 728x90px
- Mobile Leaderboard: 320x50px

PREMIUM BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x400px
- Medium Rectangle: 336x280px
- Half-Page Ad: 300x1050px
- Tablet Leaderboard: 336x280px
- Mobile Leaderboard: 320x100px

STATIC SPECIFICATIONS

- File formats: GIF, Image, HTML5
- Color space: RGB
- Max file size: 1MG

VIDEO/ANIMATION SPECIFICATIONS

- File size: 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

COLLAPSING ROLLER - EXPANDING AD UNIT

- Logo: Size can vary
- Collapsed message: Horizontal orientation
- Collapsed CTA: Horizontal orientation
- Desktop video: 16:9 aspect ratio; Recommended: 1920x1080px
- Mobile video: 9:16 aspect ratio; Recommended: 1080x1920px
- Video Message Overlay (Optional)

IMAGE SPECIFICATIONS

- Media types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEO SPECIFICATIONS

- Media types: Video URL, YouTube ID, VAST (MP4 Only), MP4
- File Size: Allstream® hosted file size recommended under 4MB*. Video URLs are supported without HAI restriction up to 40MB with Allstream® auto-transcoding frame player.
- Resolution: 720p or 1080p
- Frame Rate: 24–30 fps

SUBMISSION FORM

Newsletters

ENHANCED NEWSLETTER 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 NEWSLETTER 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

SUBMISSION FORM

Note: Talking points for The Skillet newsletter must include a recipe or food/drink-related content. Talking points for the Due South newsletter must include travel-related content. Talking points for the Distilled newsletter must include bourbon-related content.

Digital Ad Specs

Social Media Sponsorship

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

TIKTOK CAROUSEL ADS

Images: JPG or PNG, each ≤ 100 KB recommended
Image resolutions: Horizontal: 1200x628 px / Square: 640x640 px / Vertical: 720x1280 px
Quantity: 2–10 per carousel
Music: Required; file ≤ 10 MB (MP3, WAV, M4A, FLAC); G&G approved (copyright cleared)

TIKTOK VIDEO (E.G. IN-FEED/CAROUSEL VIDEO)

Resolution + aspect ratios: Minimum 540x960 px; recommended 720x1280 px or higher; aspect ratios supported: 9:16 preferred, also 1:1 or 16:9
Length: 5–60 seconds (best practice: 15–20 sec)
Max file size: 500 MB
Formats: MP4, MOV, AVI (video carousel may also support GIF)
Audio: G&G approved (copyright cleared)

STANDARD (PINTEREST) PIN ADS

Image: PNG or JPEG
Resolution + aspect ratios: Recommended 1000x1500 px (2:3 aspect ratio)
Max file size: 20–32 MB (depending on source)
Title: Up to 100 characters (first ~40 visible in feed)
Description: Up to 500–800 characters (algorithmic use)

SUBMISSION FORM

Digital Branded Content

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

Main point of contact for approvals

Emails to include with newsletter deployment

SUBMISSION FORM

DIGITAL CONTACTS

Madeline Houlihan
mhoulihan@gardenandgun.com

Tori Skelton
tskelton@gardenandgun.com

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.