eNewsletter Ad Specifications

Required Specifications:

• . gif or .jpg file (no Flash or Java script)

• URL to be linked from the image and/or text

*NOTE: In Outlook 2007 and Outlook 2010, only the first frame of animated gifs is displayed.
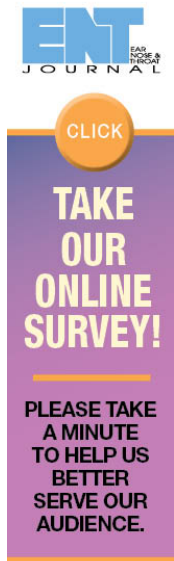
Position Specifications and Examples:

Leaderboard — Top Position

Dimensions: 728X90 File Size: 40KB or less

Skyscraper — Left Side Position

Dimensions: 160X600 File Size: 40KB or less

Rectangle — Left Side Position

Dimensions: 180x150 File Size: 30KB or less

Full Banner — Middle Position
Dimensions: 468X60 File Size: 40KB or less

Product Ads / Vendor Corner
Dimensions: 125x125 image, headline (50 character max - including spaces) and copy (approx. 350 characters – including spaces)
File Size: 40KB or less