

GRAPHICS | PRO

AWARDS & ENGRAVING | PRINTWEAR | SIGN & DIGITAL GRAPHICS

DIGITAL AD SPECS

For All Digital Creatives

File Size: Static: Max 50kb; Animated: Max 100kb (40kb initial download file weight)

Ads should have a 1 pixel border to contain the design

Resolution: 72 dpi • **Color Mode:** RGB

GIF animations: loop no more than 3 times or go static after 30 seconds (15-20 fps).

Recommended Animation Length: 15 seconds. No Blinking

Click URL must be included when creative files are submitted

Website

Displayed on <https://graphics-pro.com/>

Marquee and Banner Creative Sizes:

Please provide one of each

Desktop: 728 x 90 pixels • **Tablet:** 465 x 90 pixels

Mobile: 300 x 100 pixels

Tower Creative Sizes:

Please provide one of each

Desktop: 300 x 600 pixels • **Mobile:** 300 x 250 pixels

IAS Blocking or Monitoring Tags are not accepted.

eNewsletter

Occupy a prominent placement in our daily email newsletter.

Tower: 300 x 600 pixels • **Billboard:** 300 x 250 pixels

Text: 85 characters including spaces and punctuation

Video: 280 x 175 pixels; **Video Headline:** 70 characters including spaces and punctuation; **Video Teaser:** 120 characters including spaces and punctuation

Products & Deals

Features your product/deal in our weekly Products & Deals email and on the Products & Deals section of <https://graphics-pro.com/>

CREATIVE REQUIREMENTS:

Image: 400 x 400 pixels

Title: 40 characters max including spaces and punctuation

Description: 200 characters max including spaces and punctuation

Catalog Connection

Features your catalog in our quarterly Catalog Connection email and on the Catalog Connection section of <https://graphics-pro.com/>

CREATIVE REQUIREMENTS:

Image: 150 x 195 pixels

Title: 30 characters max including spaces and punctuation

Description: 200 characters max including spaces and punctuation

URL OR PDF: URL of where your PDF is hosted online OR a high-resolution PDF file

File Requirements

Our website ad server supports the following creative types:

Image: A basic image creative. Requires a GIF, JPG file. CMYK color format is not supported for JPG files.

Third-Party: A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server. Please Note: When providing 3rd party tags, NBM will not be able to provide activity reports.

DoubleClick Tag: A creative hosted by either DoubleClick for Advertisers (DFA) or DART for Publishers. You enter a redirect URL, which directs DoubleClick for Publishers to the location of the creative files.

Rich Media & Third-Party Tags

We do not accept rich media ads that float, pop, expand, etc.; Rich Media ads must stay contained within the placement dimensions. Our ad serving system recognizes the following rich media formats: Pointroll/Pixel, Mediaplex/Standard, Eyewonder/Javascript, Facilitate/Javascript/Flash, Facilitate/Javascript/Universal, Addition/Javascript, Adtech/Javascript, Adtech/IFrame, Atlas/IFrame/Script, Atlas/Standard/Standard Image, Doubleclick DFA/Javascript/Dynamic, Flashtalking/Pixel, Flashtalking/Javascript, Tradedoubler/Javascript.