

Mechanical Requirements

FILE TYPE: GIF, JPG, PNG, SWF,
Third party ad tags

AD SIZES: **LEADERBOARD:** 728 x 90 px
Please provide both sizes **MOBILE:** 300 x 50 px

15 SEC MAX ANIMATION LENGTH

Supplying Electronic Materials

TECHNICAL GUIDELINES

- **Any supplied electronic file is subject to return if it does not meet Miles' requirements.** New materials will need to be provided.
- All images must be a **GIF, JPG, PNG** or **SWF**.
- All images, must be **72 dpi**.
- All colors used must be **RGB** or **Index** (Web safe recommended).
- A default experience must be provided for non-compliant browsers.
- Flash FLA files must be included with a SWF file upon request, and must be version 5.0 or below.
- All creative must be designed with a solid background color to avoid unwanted color conflicts with the displaying image.

MATERIALS SUBMISSION

- Submit materials to Jason Swancey
Jason.Swancey@MilesPartnership.com,
800-683-0010 ext. 2333 or 303-867-8232.

DEADLINES

- Materials are due 10-days prior to the deployment date that will be given to you by your Advertising and Data Manager.
- Miles accepts 3rd party hosted ads from a variety of certified vendors. A list of these certified vendors can be found on the following link: https://support.google.com/dfp_premium/answer/177366. DoubleClick tags (or internal redirects) and 1x1 (IMG) impression pixels with click tag URLs are also supported.

Individual Tracker Information

EDITING THE IMPRESSION TRACKER:

- Please remove all coding before and after the quotation marks generated by in your spreadsheet
- If there is a "j" in your impression tracker, please remove it. It initiates a .txt file download to the user's computer and is not allowed on Colorado.com
- Please replace [timestamp] with %%CACHEBUSTER%%

DISPLAY AD

URL/CLICK TRACKER:

IMPRESSION PIXEL:

DISPLAY REWARDS

URL/CLICK TRACKER:

IMPRESSION PIXEL:



Supplying Digital Materials

Jason Swancey
Advertising & Data Manager

Jason.Swancey@MilesPartnership.com

Phone: 800-683-0010 ext. 2333 or 303-867-8232

13952 Denver West Pkwy, Suite 200, Lakewood, CO 80401