

Supplying Electronic Materials

IMAGE 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 **JPG**.
- All images, must be **72 dpi**.
- All colors used must be **RGB** or **Index** (Web safe recommended).

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%%

DEADLINES

- Materials are due 10-days prior to the deployment date that will be given to you by your Advertising and Data Manager.
- We host all formatted web ads but do accept third party tracking tags 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.

Sample Native Ad



DISCOVER COLORADO'S SECRET
PAGOSA SPRINGS, COLORADO

Choose your own adventure in Pagosa Springs, a quaint town with amazing hot springs and endless outdoor activities. Start planning your visit today.

READ MORE >

Formatted Banner Advertising

Fill in the information below.

HEADLINE TEXT (Up to 35 characters including spaces)

PROPERTY NAME (Up to 45 characters including spaces)

BODY COPY (Up to 150 characters including spaces)

IMAGES

Up to 3 images at 296 x 128 px. To seamlessly incorporate ads and editorial content, we request images be submitted without logos or text on them.

Individual Tracker Information

NATIVE AD (Please follow guidelines to the left)

URL/CLICK TRACKER:

IMPRESSION PIXEL (Optional, used mainly by agencies):

NATIVE REWARDS (Please follow guidelines to the left)

URL/CLICK TRACKER:

IMPRESSION PIXEL (Optional, used mainly by agencies):



Supplying Digital Materials

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