



# Memphis Tourism eNEWSLETTER FEATURED PARTNER SPECIFICATIONS

## Sponsored Content

- **2 photos:** .jpg, 275 pixels width x 176 pixels height  
➤ (signed photo release form)
- **Advertiser Name/Headline:** up to 250 characters (with spaces)
- **Sponsor Copy:** up to 250 characters (with spaces)
- **Link Text:** (call to action) up to 25 characters (with spaces)
- **URL:** up to 25 characters

## COLOR SPECIFICATIONS AND RESOLUTION

- All colors used must be **RGB** or **Index** (web safe recommended)
- All photos and graphics must be **RGB** or **black and white**.
- All images, graphics, and logos must be **72 dpi**.

## PRODUCTION SERVICES

- **Featured partner ad design production** is available upon request.

Supply Materials to:

**J.T. MULLEN**

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