

WEB BANNER AD SPECS

The two formatted banner ad units, rectangle and square, include three frames; each frame shows a photo, tagline and body copy for you to communicate your message and drive clicks to your site.

1 FORMATTED RECTANGLE

- » **Headline:** up to 25 characters (with spaces)
- » **Subhead:** up to 25 characters (with spaces)
- » **Body Copy:** up to 90 characters (with spaces)
- » **Photo:** 96 pixels width x 96 pixels height
25K max file size
- » **URL:** provide click-through URL

2 FORMATTED SQUARE

- » **Headline:** up to 25 characters (with spaces)
- » **Subhead:** up to 25 characters (with spaces)
- » **Body Copy:** up to 90 characters (with spaces)
- » **Photo:** 300 pixels width x 124 pixels height
25K max file size
- » **URL:** provide click-through URL

Display Ad Unit Option

- » **Dimensions:** 300 pixels width x 250 pixels height
50K max file size
- » **URL:** provide click-through URL

IMAGE SPECIFICATIONS

All colors used must be RGB or Index (web safe recommended)
Accepted file types are JPG, PNG, GIF format



CREATIVE BEST PRACTICES

We recommend creating a 3-frame message following the AIDA funnel:

FRAME 1 ATTENTION: *Attract attention with compelling copy and imagery*

FRAME 2 INTEREST/DESIRE: *Create interest through story-telling copy and a focused image*

FRAME 3 CALL TO ACTION: *Seal the deal by compelling the reader to take action*

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