

## 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).

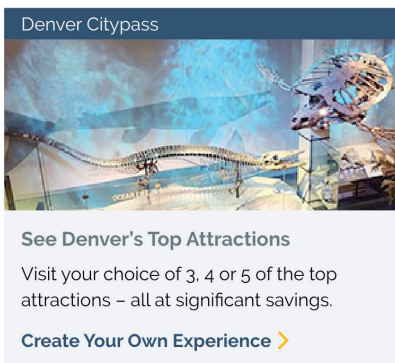
### EDITING THE IMPRESSION TRACKER:

- 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](https://support.google.com/dfp_premium/answer/177366).

## Sample Native Ad



Denver Citypass



**See Denver's Top Attractions**  
Visit your choice of 3, 4 or 5 of the top attractions – all at significant savings.  
[Create Your Own Experience >](#)

## Formatted Banner Advertising

Fill in the information below.

**ADVERTISER NAME** (Up to 30 characters including spaces)

**TITLE** (Up to 30 characters including spaces)

**DESCRIPTION** (Up to 75 characters including spaces)

**CTA** (Up to 30 characters including spaces; make this engaging, rather than "learn more" or "read more")

### IMAGES

Up to 3 images at 300 x 130 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):