



TRAVELWYOMING.COM ANIMATED ADS FORMATTED BANNERS & RECTANGLES

THE PROGRAM

Banners are sold on a guaranteed impression-over-time frame basis which allows you to control your exposure.

FEATURES

You can target by site content, regions/cities and can geo-target to visitors who are coming to the site from specific geographic areas.

- **Creative Testing:** Submit multiple creatives and optimize based on the best performers. You can even submit different creative for different seasons.
- **Tracking:** We create Google Analytics campaign tracking codes for you in order to ensure that you can see all of your traffic under “Referrals.”
- **Reporting:** You receive monthly reporting so that you can optimize your return.

DEADLINE

Materials are due 10 days prior to the contracted start date, to Erin Fossum, unless otherwise stated on your signed contract.

SUPPLYING MATERIALS

- All images must be a **JPG** or **GIF**.
- All colors used must be **RGB** or **Index** (Web safe recommended).
- 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:
support.google.com/dfp_premium/answer/177366.

PRODUCTION SERVICES

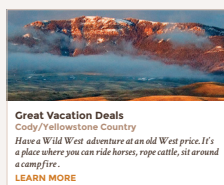
Ad design production is available. Contact Jason Swancey for more information.

AD UNITS, SPECS AND CREATIVE BEST PRACTICES

The animated banners and rectangles come with three frames. Each frame has a photo, tagline and body copy for you to communicate your message. *Note: We will collect all materials from you and our designers will animate the ad to rotate for you.*

FORMATTED RECTANGLE

300 x 250 px



FRAME ONE: *Attract attention with compelling copy and image.*

- 1) Headline Text (Up to 35 characters including spaces):
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 105 characters including spaces)
- 4) Image: 300 pixel x 118 pixel (.jpg)

FRAME TWO: *Create interest: Story-telling copy with focused image.*

- 1) Headline Text (Up to 35 characters including spaces):
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 105 characters including spaces)
- 4) Image: 300 pixel x 118 pixel (.jpg)

FRAME THREE: *Call to action.*

- 1) Headline Text (Up to 35 characters including spaces)
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 105 characters including spaces)
- 4) Image: 300 pixel x 118 pixel (.jpg)

CLICK-THROUGH URL

miles
PARTNERSHIP

SUPPLYING DIGITAL MATERIALS

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