

BANNER ADS – DISPLAY

- Display ads to be designed by the partners and provided in JPG format
- Your ad buy includes all three sizes

MOBILE
320px w x 50px h

LILY (CONTENTS VIEW)
300px w x 250px h

DESKTOP
728px w x 90px h



MOBILE



LILY



DESKTOP

BANNER ADS – FORMATTED

- Formatted ads are put together by Miles with materials provided by you.

PHOTO
300px w x 110px h

HEADLINE
35 characters
(including spaces)

BODY COPY
100 characters
(including spaces)

CALL TO ACTION
20 characters
(including spaces)

URL
Click through URL

FORMATTED ADS EXAMPLES



DESKTOP



MOBILE



LILY

TECHNICAL SPECS

- **JPG ONLY** 1MB
- 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 at least **72 dpi**.
- Character counts include spaces.
- Any supplied electronic file is subject to return if it does not meet Miles requirements. New materials will need to be provided.
- You must own rights to all imagery and aspects of your ad.