

# CHOOSECHICAGO.COM WEB ADVERTISING SPECS

## THE PROGRAM

Web advertising is sold either on a guaranteed impression-over-timeframe basis which allows you to control your exposure, or a time based sponsorship which allows you to own a certain share-of-voice. In the impression-over-timeframe model, we determine the number of impressions based on your budget and spread them out over your desired timeframe. In terms of where your ad will show up, we have organized the pages of the site into relevant sections so that you can target by content, or you can geo-target to in-market or out-of-market visitors.

### A HOMEPAGE BILLBOARD

Please provide the following assets:

- Photo (JPG)** .....970px (w) x 250px (h)
- Max file size** .....95kb (JPG, PNG, GIF)
- Color format** .....RGB or Index color (web safe recommended)
- URL for click through link:**

### B NATIVE AD

Please provide the following assets:

- Photos (JPG)** .....300px (w) x 147px (h)  
and 180px (w) x 150px (h)
- Max file size** .....65kb (JPG, PNG, GIF)
- Color format** .....RGB or Index color (web safe recommended)
- Headline** ..... up to 26 characters, with spaces

**Sub-Headline** .....up to 30 characters, with spaces

**Body** .....up to 120 characters, with spaces

**URL for click through link:**

## SUPPLYING ELECTRONIC MATERIALS

Email assets to: Jose.Martinez@MilesPartnership.com

