

# CHOOSECHICAGO.COM ENEWS SPECS (MEETINGS)

## A FEATURED PARTNER BANNER

Miles representative will reach out for the following:

- Banner Graphic (JPG)**..... 194 pixels x 173 pixels
- Mobile Graphic (JPG)** ..... 248 pixels x 154 pixels
- Headline** ..... up to 24 characters (including spaces)
- Body**..... up to 240 characters (including spaces)
- Link Text (call to action)** .... up to 30 characters (including spaces)
- URL Link**..... no character limit

## B SPONSORED CONTENT

Miles representative will reach out for the following:

- 1 Photo (JPG)** ..... 265 pixels x 164 pixels
- Headline** ..... up to 22 characters (including spaces)
- Sponsor Blurb**..... up to 170 characters (including spaces)
- Link Text (call to action)** .... up to 22 characters (including spaces)
- URL Link**..... no character limit

## C DISPLAY AD

Miles representative will reach out for the following:

- 1 Photo (JPG)** ..... 265 pixels x 250 pixels
- URL Link**..... no character limit

## COLOR SPECIFICATIONS AND RESOLUTION

- 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 72 dpi.

## FEES AND PRODUCTION SERVICES

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- If ad materials are built by Miles, production fees will be added.
- **Ad design production is available.** Contact your Advertising Coordinator for rates and samples of work.

## SUPPLYING ELECTRONIC MATERIALS

Email assets to: [Destiny.Oliver@MilesPartnership.com](mailto:Destiny.Oliver@MilesPartnership.com)

