



# All-Inclusive Digital Guide Ad Specifications

## BANNER ADS – DISPLAY

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

**MOBILE**  
320 x 50 px

**LILY (CONTENTS VIEW)**  
300 x 250 px

**DESKTOP**  
728 x 90 px

OR

## BANNER ADS – FORMATTED

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

**PHOTO**  
300 x 110 px

**HEADLINE**  
35 characters  
(including spaces)

**BODY COPY**  
100 characters  
(including spaces)

**A New Dining Experience**  
Enjoy Texas de Brazil's flame-grilled meats and fresh salads on Postmates & Uber Eats.  
[texasdebrasil.com](https://texasdebrasil.com)  
[View Takeout Menu](#)

**CALL TO ACTION**  
20 characters  
(including spaces)

**URL**  
Click through URL

## DISPLAY ADS



**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.

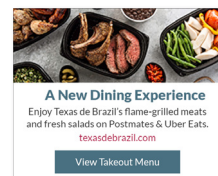
## FORMATTED ADS



**DESKTOP**



**MOBILE**



**LILY**

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

Camille Jacobson-Ingram • [Camille.Jacobson@MilesPartnership.com](mailto:Camille.Jacobson@MilesPartnership.com) • (541) 505-0228





# All-Inclusive Digital Guide Ad Specifications

## INTERSTITIAL ADS

**MOBILE**  
320 x 372 px

**DESKTOP**  
660 x 660 px

Display ads to be designed by the partners and provided in JPG format

## PARTNER EXPERIENCE ADS

**ALL PHOTOS**  
600 x 300 px

**VIDEO**  
YouTube URL

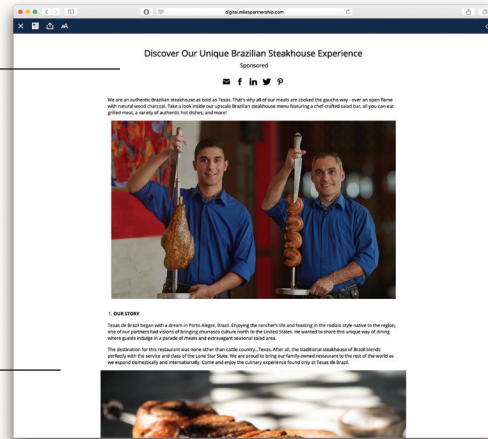
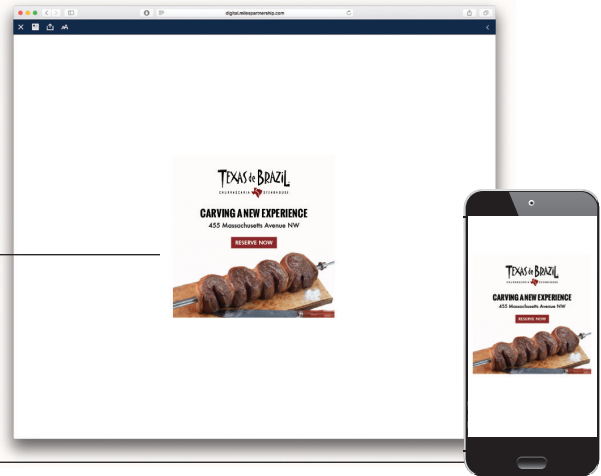
**HEADLINE**  
50 characters (including spaces)

**COPY**  
125 words or 1000 characters (including spaces)

If photos are not the required size, they may be cropped.

## TECHNICAL SPECS

- **JPG ONLY** 1MB
- All colors used must be **RGB** or **Index**
- 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 or DC requirements. New materials will need to be provided.
- You must own rights to all imagery and aspects of your ad.



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