

**NATIVE ADS: 1440x283 / 420x280 / 274x260**

### THREE NATIVE AD SIZES

Your native ad will display across washington.org in three different spec sizes. In order for your ads to deliver across the entire site, you have two options for providing the properly sized images:

#### 1. YOU SUPPLY, WE RESIZE:

One uncropped, high resolution (minimum 72 dpi) image

Image focal point should be in the center of the image

Avoid text in the image

Accepted formats: .jpg, .png

*We reserve the right to reject any insertion, graphic, text description or URL. Ads should not rewrite the title tag or URL (or interface with any content on the online pages)*

*All ad units must open a new browser window upon click*

*Expandable/Rich Media creative is prohibited*

#### 2. YOU SUPPLY 3 SIZED IMAGES:

One high resolution (minimum 72 dpi) image, cropped to the following 3 sizes:

1440 x 283

420 x 280

274 x 260

*Image should adhere to the same guidelines as option #1*

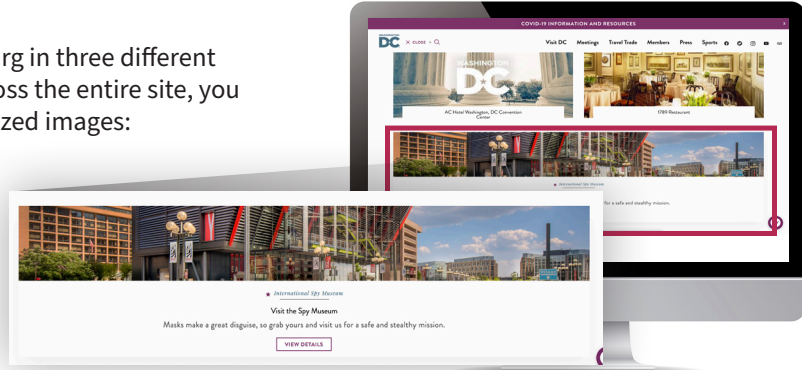
**Headline** 23 characters (including spaces)

**Business Name** 30 characters (including spaces)

**Body Copy** 90 characters (including spaces)

**Trackable URL**

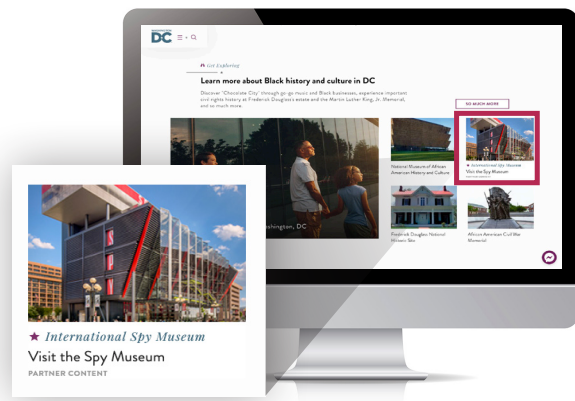
#### “WHAT LOCALS LOVE” NATIVE AD: 1440x283



#### “LISTICLE” NATIVE AD: 420x280



#### “GO EXPLORING” NATIVE AD: 274x260



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. Miles reserves the right to reject any insertion, graphic, text description or URL. Ads should not rewrite the title tag or URL (or interface with any content on the online page). All ad units must open a new browser window upon click. Expandable/Rich Media is prohibited.

**FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:**

**Camille Jacobson** • Camille.Jacobson@MilesPartnership.com • (541) 505-0228