



Monthly Email Program Ad Specifications

The Destination DC Visitor eNewsletter and Custom Emails reach an engaged, active travel planning audience. Now you can reach visitors with four types of ad units: **Sponsored Banner**, **Sponsored Content**, **Featured Content** and **Text Deal**.

SPONSORED BANNER

FORMATTED MESSAGE

Body Copy: 45 characters (including spaces)

URL for Link:

Call to Action: 15 characters (including spaces)

Photo: 600px(w) x 100px(h) (.jpg)
(Option to use DDC stock image, contact Camille if you have questions.)

SPONSORED CONTENT

FORMATTED MESSAGE

Sponsored By: Business Name Here

Header: 50 characters (including spaces)

Body Copy: 150 characters (including spaces)

URL for Link:

Call to Action: 15-20 characters (including spaces)


Photo: 600px(w) x 400px(h) (.jpg)



FOR FEATURED CONTENT, SEE REVERSE.

The screenshot shows an email newsletter layout. At the top left is the 'Washington DC' logo, and at the top right is 'DC INSIDER' with the date 'October 2021'. The first ad unit is a 'Sponsored Banner' featuring a large photo of a museum interior with a green lawn and people. Below the photo is the text 'Things to Do' and '20+ Cool Museums That Aren't On the National Mall', followed by a 'EXPLORE' button. The second ad unit is 'Sponsored Content' with a photo of a person sitting on a patio overlooking a river at sunset. Below the photo is the text 'Sponsored by Visit Alexandria' and 'One of The Prettiest Cities', followed by a 'DISCOVER ALEXANDRIA' button. The third ad unit is 'Featured Content' with a photo of a rooftop patio at night. Below the photo is the text 'Neighborhoods' and 'Get to Know Adam's Morgan Neighborhood', followed by a 'STAY HERE' button.

Sponsored




Take 60% Off at 15 Top Attractions

Save with The Washington DC Sightseeing Pass. Admission to Big Bus Hop-On/Hop-Off Tours and more.

BUY PASS

Featured Deal




National Cherry Blossom Hotels

Hilton properties are offering special Cherry Blossom packages with festival discounts, amenities, and more!

BOOK NOW

Signature Partners



National Cherry Blossom Hotels

Hilton properties are offering special Cherry Blossom packages with festival discounts, amenities, and more!

BOOK NOW

Summer Recommendations & Deals

20+ ROOFTOP BARS & RESTAURANTS TO CHECK OUT
Things to Do

10 Can't Miss Summer Festivals & Events
Things to Do

9 Reasons to Catch a Washington Nationals Baseball Game
Things to Do

Park Free in Georgetown at Georgetown Suites Hotel
Featured Deal

20% off the DC Debut of Pass Over at Studio Theatre
Deal

FEATURED CONTENT

FORMATTED AD

Headline: 40 characters (including spaces)

Body Copy: 98 characters (including spaces)

URL for Link:

Call to Action: 15-20 characters (including spaces)

Photo: 250px(w) x 250px(h) (.jpg)

TEXT DEAL

FORMATTED AD

Body Copy: 55 characters (including spaces)

Sub-Description: [Featured] type of business or type of feature

URL for Link:

DEADLINES & MATERIALS

Materials are due 4 weeks prior to deployment date and should be submitted to camille.jacobson@milespartnership.com.

MATERIALS FOR YOUR AD

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.
- All images must be a JPG. You must own rights to all imagery and aspects of your ad.
- All colors used must be RGB or Index (Web safe recommended).

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

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