

### BANNER ADS – DISPLAY

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



**MOBILE**  
320px w x 50px h



**CONTENTS VIEW**  
300px w x 250px h



**DESKTOP**  
728px w x 90px h



**MOBILE**



**CONTENTS VIEW**



**DESKTOP**

### BANNER ADS – FORMATTED

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

**PHOTO**

300px w x 110px h

**HEADLINE**

35 characters  
(including spaces)

**BODY COPY**

100 characters  
(including spaces)

**CALL TO ACTION**

20 characters  
(including spaces)

**URL**

Click through URL

**ESCAPE THE CONFINES OF A HOTEL**

Discover amazing places to stay with Minnesota's premier vacation homes. 5-Star Stays Guaranteed.

MINNeSTAY.com

**BOOK NOW**

### FORMATTED ADS EXAMPLES



**DESKTOP**



**MOBILE**



**CONTENTS VIEW**

### 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.