

## BI-MONTHLY EMAIL ADVERTISING SPECIFICATIONS

Partner provides images, talking points, and links for the Featured Partner or Partner Spotlight position to inform content written and developed by Miles Partnership OR a Footer Display Banner. Proof for review will be provided prior to the email deployment.

**PARTNER NAME:**

### **A+B** FEATURED PARTNER/PARTNER SPOTLIGHT

**Headline Section** 25 characters or less including spaces

**Image Size:** 350 x 252

**Theme**

**Body Copy Section** 100 characters or less including spaces

**Call to Action** 20 characters including spaces

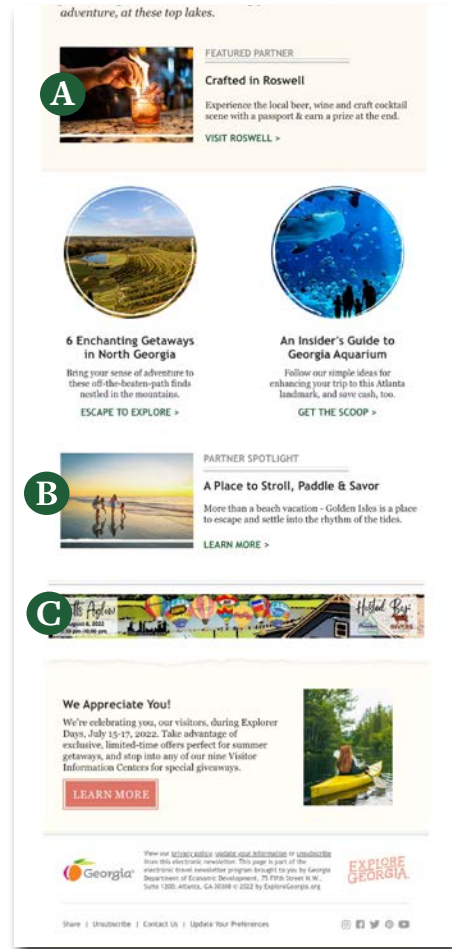
**Clickthrough URL**

### **C** FOOTER DISPLAY BANNER

**Image Size:** 634 X 74

*Must be high resolution*

**Clickthrough URL**



### File Submission:

Ad materials can be emailed directly to [Ally.Drees@milespartnership.com](mailto:Ally.Drees@milespartnership.com)

Once contracted, assume all offerings are non-cancellable. All content (text, ads, images, etc.) placed on Explore Georgia owned media channels must adhere to Explore Georgia's brand voice and look-and-feel and is subject to edits if content strays too far.