

DEDICATED CUSTOM EMAIL AD SPECIFICATIONS

Partner provides images, talking points, body copy links to inform content written and developed by Miles Partnership. Proof for review will be provided prior to the email deployment.

PARTNER NAME:

MATERIALS NEEDED:

- **Logo:** 140 x 53
Logo must be in PNG format with a transparent background
- **Hero Image:** 650 x 400 (horizontal)
Provide 3+ options, GIF or JPG, must be high resolution
- **Secondary Image:** 565 x 297 (horizontal)
Provide 3+ options, GIF or JPG, must be high resolution

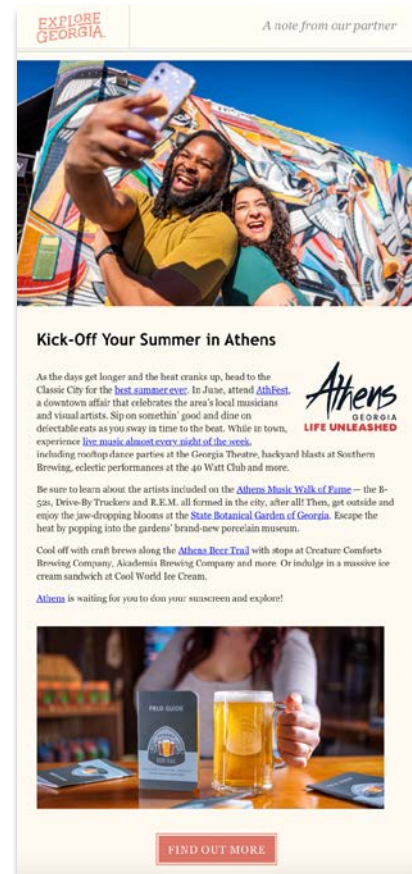
CONTENT:

Theme

Objective

Key Points to Highlight *Include URLs to hyperlink*

Clickthrough URL



File Submission:

Ad materials can be emailed directly to Ally.Drees@milespartnership.com

MATERIALS DEADLINE:
1 month prior to deployment

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.