

RETARGETING

Partner provides ad file sizes as outlined and specified below, along with the main link for all the ads to go to (this link would be from the partner's website).



BANNER ADS:

All creative must contain 1-pixel dark border (unless creative contains dark background color)

- **Ad Sizes to Provide:** 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- **File Format(s):** JPG, Static GIF, Animated GIF, Max File Size is 100 KB
- **File Format:** HTML5
Max File Size is 200 KB provided in a Zip Folder with backup image less than 100 KB
- **Animation:** Max Loop 3x & Max Time is 15 sec.
- **Clickthrough URL**

File Submission:
Ad materials can be emailed directly to
Camille.Jacobson@milespartnership.com

MATERIALS DEADLINE:
3 weeks prior to Go Live date

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.