

KENTUCKY

ADARA

AD SPECS

- **File Type:** jpg, gif, or html5
- **Display Sizes:** 300x250, 728x90, 160x600, 320x50, 300x50, 320x480, 1024x768, 768x1024
- **The partner will design or have the files designed for Miles to traffic to the vendor**

BANNER AD



FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

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miles
PARTNERSHIP

MEDIA IQ (MiQ)

AD SPECS

- **File Type:** jpg, gif, or html5
- **Display Sizes:** 300x250, 728x90, 160x600, 320x50, 300x50, 320x480, 1024x768, 768x1024
- **The partner will design or have the files designed for Miles to traffic to the vendor**

BANNER AD

The image shows a screenshot of a Yahoo! Lifestyle article page. The article title is "Secret tips from a flight attendant that will make your trip so much easier" by Julie Tong, dated May 25, 2019. The article features a large image of travel gear including sunglasses, a black suitcase, a pink bag, and a "SHOUT Wipe & Go" cleaning product. Below the image is a caption: "Expert tips on how to pack like a pro this travel season. (Photo: Amazon, Walmart, Nordstrom; Art: Yahoo! Lifestyle photo-illustration)". The article text begins: "As we head into summer travel season, we consulted two expert packers to help guide us this year before we jet off. We wanted to find out everything there is to know about how to pack smartly — from the best suitcases to the must-have travel accessories we all should bring with us." To the right of the article, a banner ad is highlighted with a dashed blue arrow. The banner ad is a square with a dark background and white text that reads: "THE ANGEL'S SHARE" IS BOURBON THAT EVAPORATES FROM THE BARREL. WHEN YOU VISIT, BREATHE DEEP. Below the text is a small image of a person and the "Kentucky" logo. Below the banner ad, there is a "What to Read Next" section with a thumbnail for "Find a Home You Love" by Zillow.

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STORYGIZE KENTUCKY

AD SPECS

- JPG or PNG Logo
- 2 or more 1200 x 628-pixel images
- Headline: 2 or more 110 character with space
- Ad Description: 100 character with spaces caption
- URL

SPECS

Headline: 35 characters (including spaces)

Hero Image: 528 pixels wide by 318 pixels high (.jpg)

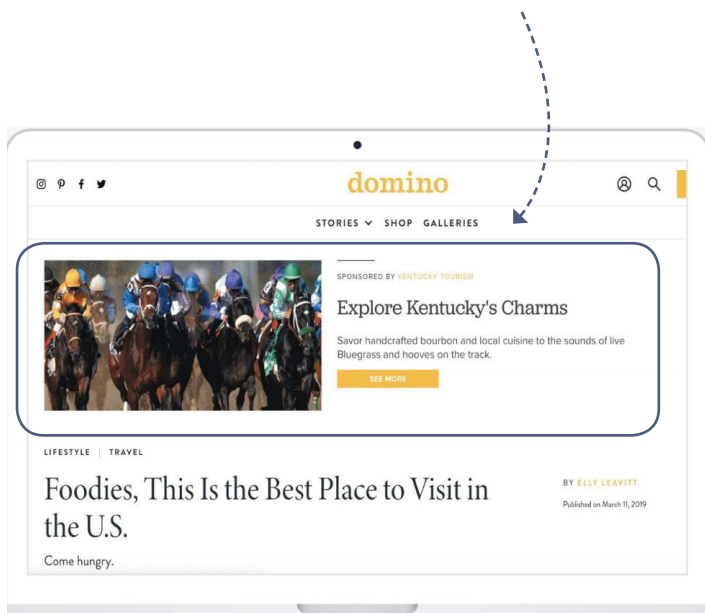
Accent Image/Logo: 130 pixels wide by 82 pixels high (.jpg)

Body Copy Headline: Up to 60 characters (incl spaces)

Body Copy: Up to 385 characters (incl spaces)

URL for Link:

BANNER AD



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RUPP ARENA

AD SPECS

CENTERHUNG DISPLAYS

Video Windows @4 (A)

Display Size: 1,152(W) X 672(H)

Composition Size: 1920(W) X 1080(H)

Animated File Format: Mp4

CONTENT SPECIFICATIONS

Color Mode RGB

Resolution 72 dpi

Static File Formats PNG

Animated File Formats* See display list above.

Pixel Aspect Ratio Square Pixels

Frame Rate 30 frames per second

Audio AAC Audio

TABLE DISPLAYS

WEST TABLE (E)

COMPOSITION SIZE: 2,016(w) x 96(h)

ANIMATED FILE FORMAT: MP4

EAST TABLE (F)

COMPOSITION SIZE: 1,152(w) x 64(h)

ANIMATED FILE FORMAT: MP4

NOTE: There is a physical break in the display at pixel 576, it is recommended that no content is placed within 5 pixels of the break on either side.

RIBBON DISPLAYS

NORTH & SOUTH ZONES (G)

COMPOSITION SIZE: 5,312(w) x 56(h)

ANIMATED FILE FORMAT: MOV (with animation)

WEST ZONE (H)

COMPOSITION SIZE: 3,328(w) x 56(h)

ANIMATED FILE FORMAT: MP4

EAST RIBBON ZONE (I)

COMPOSITION SIZE: 1,312(w) x 56(h)

ANIMATED FILE FORMAT: MP4

EAST RIBBON ZONE (J)

COMPOSITION SIZE: 704(w) x 32(h)

ANIMATED FILE FORMAT: MP4

NOTE: There is game in progress information in the middle of the full east ribbon, therefore this content file will be duplicated on both sides.

CONTENT SPECIFICATIONS

Color Mode RGB

Resolution 72 dpi

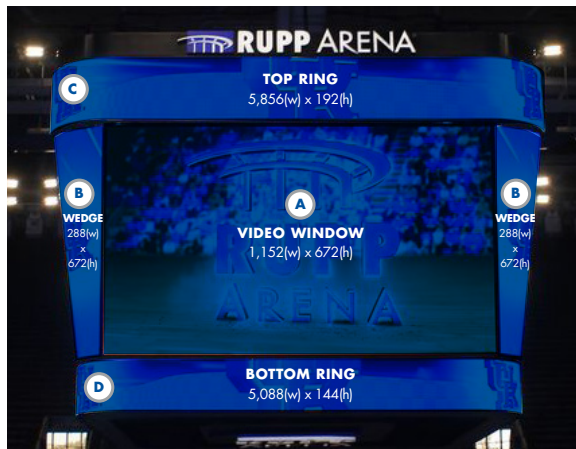
Static File Formats PNG

Animated File Formats* See display list on left.

Pixel Aspect Ratio Square Pixels

Frame Rate 30 frames per second

Audio AAC Audio



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CHICAGO BILLBOARDS

AD SPECS

- TBD

SPECS

Headline: 35 characters (including spaces)

Hero Image: 528 pixels wide by 318 pixels high (.jpg)

Accent Image/Logo: 130 pixels wide by 82 pixels high (.jpg)

Body Copy Headline: Up to 60 characters (incl spaces)

Body Copy: Up to 385 characters (incl spaces)

URL for Link:

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BRAND USA MULTI-CHANNEL IN CANADA

AD SPECS

- TBD

SPECS

Headline: 35 characters (including spaces)

Hero Image: 528 pixels wide by 318 pixels high (.jpg)

Accent Image/Logo: 130 pixels wide by 82 pixels high (.jpg)

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