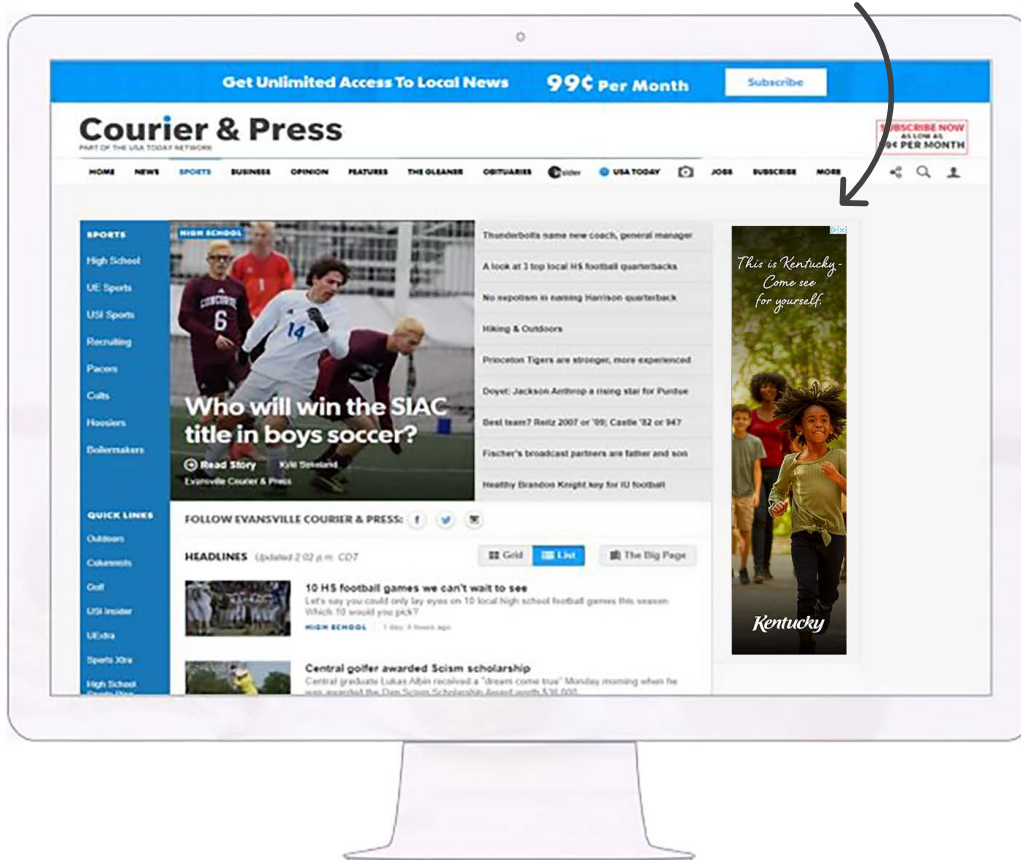


# KENTUCKY ADARA

## AD SPECS

- ▶ **File Type:** jpg, gif, or html5
- ▶ **Display Sizes:** 300x250, 728x90, 160x600, 320x50, 300x50, 320x480, 300x600 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 BETH WRIGHT-CHEESEMAN:

Kentucky Tourism • Advertising & Data Manager, [Beth.WrightCheeseman@milespartnership.com](mailto:Beth.WrightCheeseman@milespartnership.com) • 303-867-8278

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# KENTUCKY MEDIA IQ (MiQ)

## AD SPECS

- ▶ **File Type:** jpg, gif, or html5
- ▶ **Display Sizes:** 300x250, 728x90, 160x600, 320x50, 300x50, 320x480, 300x600, 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 Ting, dated May 25, 2019. The main image features travel accessories: sunglasses, a black suitcase, a blue suitcase, and a white bag with a "SHOUT! Wipe & Go" wipe. A banner ad is highlighted with a white box and a black arrow pointing to the "BANNER AD" label. The banner ad is a horizontal rectangle with a dark background, featuring the text "LEADERS BELONG HERE" and "Traditional, Part-time, and Executive Programs Available" with a "LEARN MORE" button. Below the banner ad, there are social media sharing icons and a "What to Read Next" section with a thumbnail for "Find a Home You Love".

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# KENTUCKY STORYGIZE

## AD SPECS

- ▶ JPG or PNG Logo
- ▶ 2 or more 1200x628-pixel images
- ▶ Headline: 2 or more 110 characters with spaces
- ▶ Ad Description: 100 characters with spaces
- ▶ URL

### Specs:

Headline: 35 characters (including spaces)

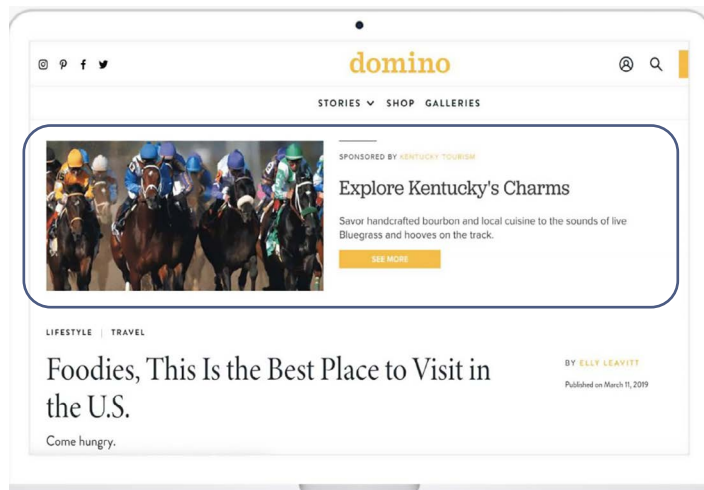
Hero Image: 528 pixels wide by 318 pixels high (.jpg)

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

Body Copy Headline: Up to 60 characters with spaces

Body Copy: Up to 385 characters with spaces

URL for Link:



NATIVE AD



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# KENTUCKY SOJERN

## IMPLEMENTATION NOTES & BEST PRACTICES

We recommend multiple headlines to reach both desktop and mobile devices, and to optimize towards the best-performing combinations. A headline should be able to stand on its own. We recommend imagery to be free of text and logos. All imagery and headlines will be sent for approval prior to launch.

### Specs:

3-5 Short Headlines (1-25 characters)

3-5 Medium Headlines (26-50 characters)

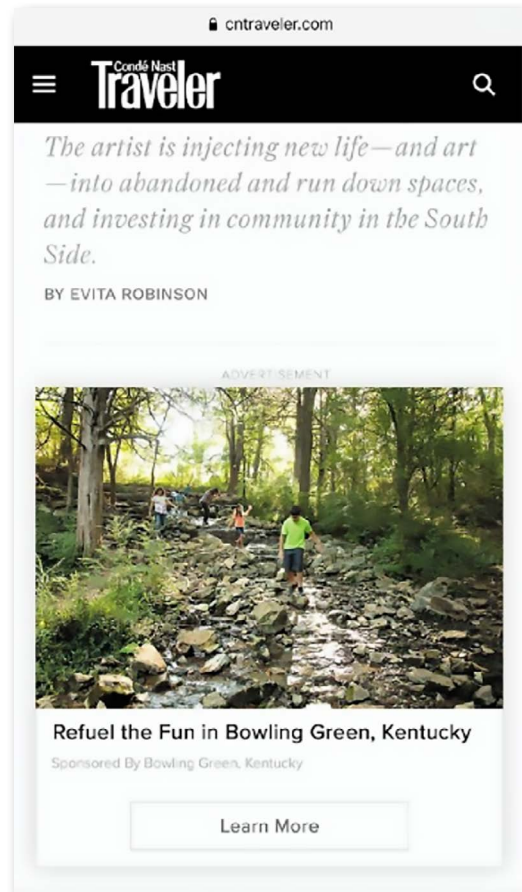
3-5 Long Headlines (51-110 characters)

Ad Description (max. 100 characters)

Brand Name (max. 30 Characters)

Landing Page URL

- ▶ Logo: 300x300
- ▶ 1-2 images
  - > JPG or PNG
  - > 20MB
  - > each sized to: 1200x628, 1000x750, 627x627
- ▶ Optional Third-Party Tracker: 1x1 image tag, must be secure (https://)



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