

**MECHANICAL REQUIREMENTS**

**A FEATURED AD**

Advertiser to provide the following:

**Title:** Up to 50 characters (including spaces)

**Body:** Up to 400 characters (including spaces)

**Link Text:** Up to 20 characters (including spaces)

**URL:**

**Image Size:** 500px (w) x 342px (h), submitted as a JPG

**Logo:** Recommended logo image size no wider than 200px, submitted as a JPG

**COLOR SPECIFICATIONS AND RESOLUTION**

All colors used must be RGB or Index. (Web safe recommended)

All photos and graphics must be RGB or black and white.

All images, graphics and logos must be submitted as a JPG.

**SUPPLYING ELECTRONIC MATERIALS**

Email content to  
Cynthia.Hazell@milespartnership.com

The eBlast features a top header with the North Dakota logo and a small text box stating: "You are receiving this message because you requested updates from [NDtourism.com](http://NDtourism.com). No images? See the [online version](#)." Below this is a large photograph of a dog sitting in a duck blind, with hunters visible in the background. The main headline reads "COME SEE WHAT EVERYONE IS TALKING ABOUT". The body text describes the hunting and fishing opportunities at Devils Lake. A red button labeled "Plan My Cast & Blast" is positioned below the text. The footer includes the "devils lake North Dakota" logo, social media icons for Facebook, Instagram, Twitter, YouTube, and Pinterest, and contact information for NDtourism.Com, including the address, phone number, and email. At the very bottom, there is a navigation bar with links for "Forward This Issue", "Unsubscribe", "Privacy Policy", "Subscribe", and "Past Issues".