



VISITNEBRASKA.COM WEB ADVERTISING SPECS

THE PROGRAM

Banners are sold on a quarterly timeframe basis. In terms of where your ad will show up, we have organized the pages of the site into relevant sections so that you can target by content, or you can geo target to in-market or out-of-market visitors.

FEATURES

The Benefits:

Ability to optimize throughout the run of your campaign by analyzing section performance and making necessary adjustments.

Reporting:

You receive monthly reporting that will give you visibility into section campaign performance.

Tracking:

We create campaign tracking codes for you in order to ensure that your analytics show all of the traffic.

FORMATTED BANNER AD

Please provide the following assets:

- 3 Photos (JPG): 300px (w) x 120px (h)
- Business name: 42 characters (including spaces)
- Location: 22 characters (including spaces)
- Body Copy: 85 characters (including spaces)
- URL: no character count limit

TECHNICAL GUIDELINES

- All images must be JPG
- All colors must be RGB or Index (web-safe recommended)
- All images must be 72 dpi

SUPPLYING ELECTRONIC MATERIALS

Submit artwork to:
Ivan.Sanchez@MilesPartnership.com

CREATIVE BEST PRACTICES

1 Attract attention with compelling imagery

2 Use a tag line or experiential copy that communicates why you are a must see experience

3 Include a strong call-to-action

