



VISITNEBRASKA.COM ENEWS SPECS

AD SPECIFICATIONS

- Image: 410 pixels (w) x 273 pixels (h)
- Title: 65 characters (including spaces)
- Description: 160 characters (including spaces)
- URL for Link: (no max character count)

CREATIVE BEST PRACTICES

- Attract attention with compelling imagery
- Use tag line or experiential copy that communicates why you are a not-to-be-missed experience
- Include a strong call-to-action

TECHNICAL GUIDELINES

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

SUPPLYING ELECTRONIC MATERIALS

Submit artwork to:
Ivan.Sanchez@MilesPartnership.com

