



# New Orleans Official Visitors Digital Guide

## Native Content, Banners & Interstitial Ad Spec Sheet



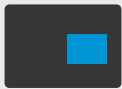
### 1 CHOOSE A DESIGN OPTION

I will be supplying ad materials

I want Miles to build my ads

### 2 AD SIZES

#### BANNER AD SIZES



Lily (Home Pg):  
300 x 250 px



Mobile Banner:  
320 x 50 px



Desktop Banner:  
728 x 90 px

#### INTERSTITIAL AD SIZES



Desktop Interstitial:  
600 x 500 px



Mobile Interstitial:  
300 x 250 px

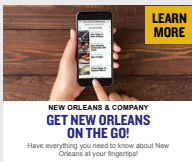
Note: Mobile formatted ads do NOT have description text.

#### → FORMATTED ADS

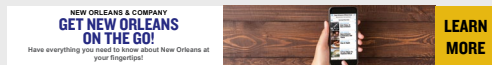
- **Images** – Attach a **horizontal** image only.  
Size: 4" x 6", JPG format, 300dpi
- **Business Name** – 45 character limit:
- **Headline** –30 character limit: **URL (required)**
- **Description** – 85 character limit:  
(Please note: Description copy will not be used in the smaller mobile ad)

**Banner Examples:** Your ad will match the layout and style of these ads:

#### Lily Example



#### Desktop Banner Example



Note: The CTA of "Learn More" will remain the same across all ads.

### 3 NATIVE CONTENT

- **Images** – Attach up to 5 JPG images at least 800 px wide
- **Video** – include YouTube URL:
- **Headline** – 50 character limit:
- **Description** – 1200 character limit:

#### → DISPLAY ADS

- Submit 5 sizes (above) when returning this form

#### NON RICH MEDIA REQUIREMENTS

GIF	JPG
150K max. size	150K max. size

#### MEDIA REQUIREMENTS

Animated GIF	50K
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Please provide click-through URL. (A backup GIF file is required for all rich-media creative. JPG is not allowed as backup.)

#### DURATION

Maximum Length of Animation	Minimum Delay Between Loops	Animation Loops
30 Seconds	3 Sec	3 loops

#### COLOR SPECIFICATIONS AND RESOLUTION:

All colors used must be <b>RGB</b> or <b>Index</b> (Web safe recommended).	All photos and graphics must be <b>RGB</b> or <b>black and white</b> .	All images and graphics must be <b>72 dpi</b> .
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### 4 SUBMIT ALL MATERIALS

**DEADLINE:** 15 business days prior to start date (date ad goes live).  
Once form is completed, hit the SUBMIT button!

Website:  
(required)

Email:

Phone:

#### SEND AD MATERIALS TO:

Cynthia Hazell-Cutchin | [Cynthia.Hazell@milespartnership.com](mailto:Cynthia.Hazell@milespartnership.com) | Phone: 800.683.0010 ext: 4684

