

New Orleans Official Visitors Digital Guide




Crescent City Ad Spec Sheet



1 CHOOSE A DESIGN OPTION

I will be supplying display ad materials
 I want Miles to build my formatted ads

2 AD SIZES

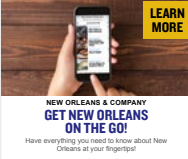
BANNER AD SIZES			INTERSTITIAL AD SIZES		
	Lily (Home Pg): 300 x 250 px		Mobile Banner: 320 x 50 px		Desktop Banner: 728 x 90 px
<i>Note: Mobile formatted ads do NOT have description text.</i>					

→ 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

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 RGB or Index (Web safe recommended).	All photos and graphics must be RGB or black and white .	All images and graphics must be 72 dpi .

• **Call-to-Action** - Choose the best way for customers to book, purchase, make reservations or contact you for more information - 35 character limit

Website:
(required)

Email:

Phone:

4 SUBMIT ALL MATERIALS

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

SEND AD MATERIALS TO:

Brittany Knox, Miles | Brittany.Knox@milespartnership.com | Phone: 303-867-8277