

About Native Advertising

Visit PA is offering a native advertising unit which is built to live within site content instead of next to or below it. This unit engages consumers while they are in an optimal content consumption action.

Mechanical Requirements

Native Ad

1) Photos

- Photo: 430px (w) x 240px (h)
- Max File Size: 95KB (JPG, PNG)
- Color Format: RGB or Index Color (web safe recommended)

2) Advertiser

Up to 60 characters (including spaces)

3) Body #1

Up to 120 characters (including spaces)

Body #2

Up to 180 characters (including spaces)

Body #3

Up to 240 characters (including spaces)

5) URL

Supplying Electronic Materials

Email content to Katie.Phillips@MilesPartnership.com

Please also send a copy to your materials to your sales rep: Abby.Siegel@MilesPartnership.com

