

SFTRAVEL.COM WEBSITE ADVERTISING

Your ad buy includes both sizes.

1 LARGE RECTANGLE 300 PIXELS X 250 PIXELS

CREATIVE BEST PRACTICES:

3-frame animated ads that communicate using the AIDA funnel drive the best conversion:

- **Frame One (Attention Frame):** Use your most eye-catching image and copy that communicates why you're a not-to-be-missed experience.
- **Frame Two (Interest/Desire Frame):** Use an experiential photo and copy that pulls the user in.
- **Frame Three (Action Frame):** Seal the deal by asking the user to "click here."
- Click URL

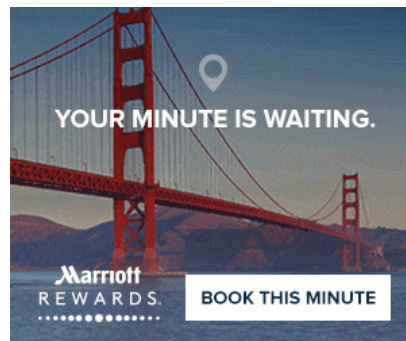
GIF, JPG, or Animation/rich: 25KB

2 SPONSORED FORMATTED ADS 298 PIXELS X 224 PIXELS

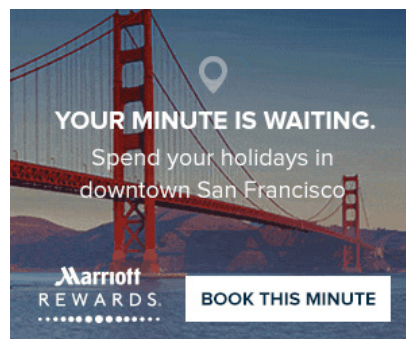
- **Headline:** Up to 25 characters including spaces
- **Body Copy:** Up to 60 characters of text including spaces
- Click URL

SAMPLE BANNER ADVERTISING

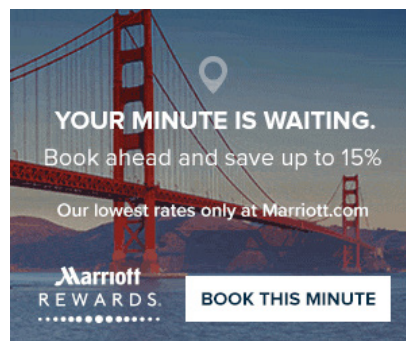
Frame One



Frame Two



Frame Three



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, graphics and logos must be at least **72 dpi**.

SUPPLYING ELECTRONIC MATERIALS

- Email ads to: **Vicky.Shoemaker@MilesPartnership.com**
- Any supplied electronic file is subject to return if it does not meet Miles requirements. New materials will need to be provided.

Don't forget to attach any images.

DEADLINE



15 business days prior to start date (date ad goes live).