

SFTRAVEL.COM WEBSITE ADVERTISING

Your ad buy includes both sizes.

1 LARGE RECTANGLE 300 PIXELS X 250 PIXELS

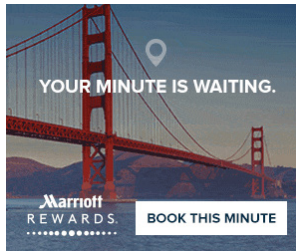
CREATIVE BEST PRACTICES:

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

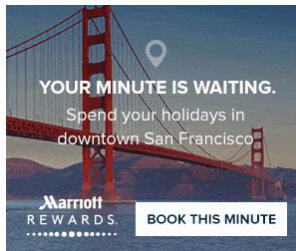
- **Frame One (Attention Frame):** Use your most eye-catching image and copy that communicates why you're a not-to-be-missed experience.
- **Frame Two (Interest/Desire Frame):** Use an experiential photo and copy that pulls the user in.
- **Frame Three (Action Frame):** Seal the deal by asking the user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

GIF, JPG, or Animation/rich: 25KB

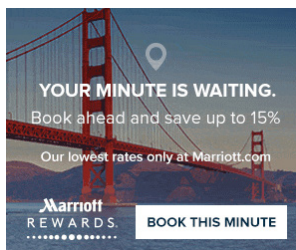
Frame One



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**.

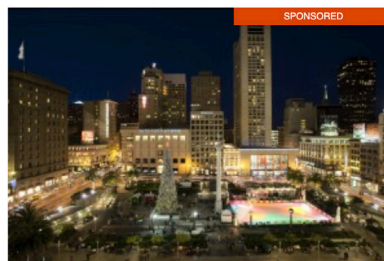
SUPPLYING ELECTRONIC MATERIALS

- Email ads to: **Ivan.Sanchez@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.

2 SPONSORED FORMATTED ADS 298 PIXELS X 224 PIXELS

- Headline: Up to 25 characters (including spaces)
- Click URL



Marriott Bonvoy by the Bay

DEADLINE



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