

NATIVE ADS ON CATEGORY GRIDS

The Program

Visitphilly.com Native Ads on Category Grids offer high-impact, visual placements that are targeted to specific categories including Attractions, Food & Drink, Shopping and more. Ad placements are designed to look like native content and will drive qualified traffic to your site. These premium ads are available on a first-come, first-served basis and are only offered to select, top-tier advertisers.

Features

- Hyper-targeted down to micro-channel
- Rotation on the relevant homepage blade and category blade
- Your message will be there 100% of the time on the relevant micro-channel during the time frame contracted
- Sold on a time based monthly or quarterly basis (sales are limited to 3 months of consecutive time)
- 14 micro-channels available to only 2 clients per month, per channel

AD UNITS, SPECS AND CREATIVE BEST PRACTICES

Native Ads on Category Grids

This is a high-impact static visual placement with fifty-eight characters max as a descriptor.

Note: VisitPhilly requires no text, graphics or logos on the visual images. No first person references or superlatives in the text.

1) Title Text (Up to 58 characters including spaces):

Tours Example: Philly Brew Tours.

2) Image: (.jpg and both image sizes needed, 100 KB image file size limit)

- 464 x 348
- 370 x 497

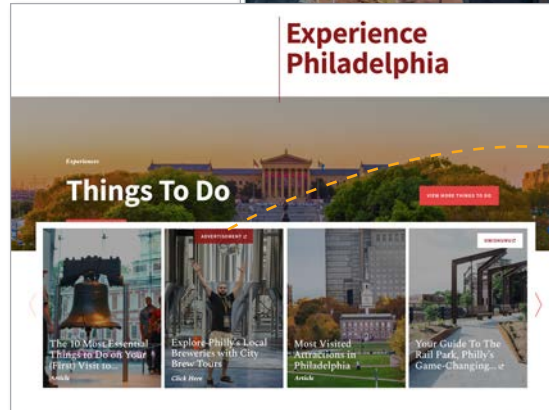
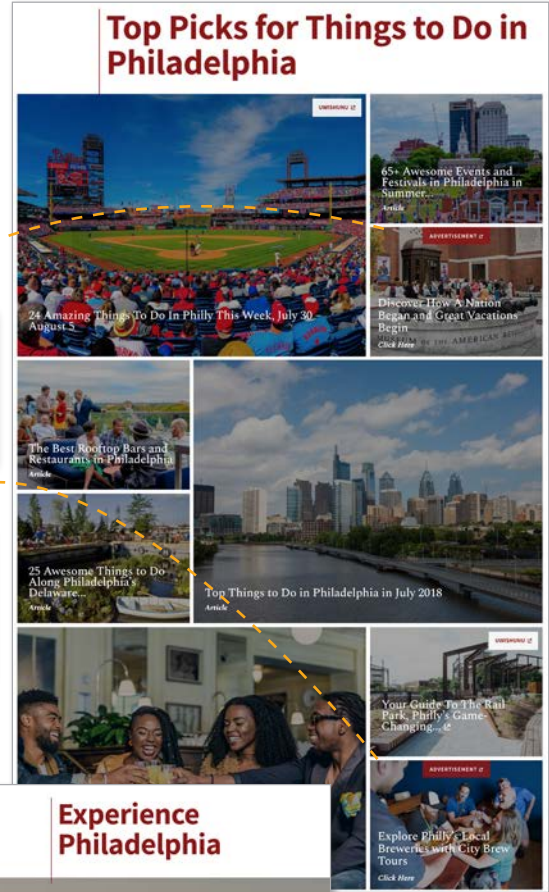
URL for Link:

OR

Click tracker:

Impression pixel (optional)

Impression pixel 2 (optional)



Deadline

Materials are due 10-days prior to deployment date and will be given to you by your Advertising and Data Manager.

Supplying Electronic Materials

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.
- All images must be a JPG.
- All colors used must be RGB or Index (Web safe recommended).
- We host all formatted web ads but do accept third party tracking tags from a variety of certified vendors. A list of these certified vendors can be found on the following link: support.google.com/dfp_premium/answer/177366

Production Services

- Ad design production is available. Contact your Advertising and Data Manager.



Submit Materials To:

Vicky Shoemaker
Advertising and Data Manager
Vicky.Shoemaker@milespartnership.com
303-867-8240
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