SNOW BUSINESS

DIGITAL SPECIFICATIONS

NEED MORE INFORMATION?
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AD TYPE	DIMENSIONS	MAX SIZE	FILE TYPES	LENGTH/LOOPS
SIMA.ORG (HOMEPAGE) AND SYMPOSIUM (HOMEPAGE)				
Top Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Medium Rectangle	300x250 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Below-the-fold Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
SIMA.ORG (SECONDARY PAGES) *VISIT SIMA.ORG TO SEE ALL PAGES AVAILABLE*				
Top Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Medium Rectangle	300x250 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
SNOW & ICE RESOURCE CENTER (HOMEPAGE)				
Top Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Half Page	300x600 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Below-the-fold Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
SNOW & ICE RESOURCE CENTER (ARTICLE LISTING PAGE)				
Top Banner	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Vertical Rectangle	240x400 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
SNOW & ICE RESOURCE CENTER (INDIVIDUAL ARTICLE PAGE)				
Medium Rectangle	300x250 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
eNEWSLETTERS *(TEST DRIVE/SOLUTIONS/SIMA CONNECT)*				
Banner (All placements)	728x90 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Medium Rectangle (All placements)	300x250 pixels	250 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops
Test Drive Video Thumbnail -OR- Product Image	320x200 pixels	100 KB	–PNG ONLY–	**–STATIC ONLY–**
Test Drive Sponsored Content Image (x1 only)	350x225 pixels	250 KB	–PNG ONLY–	**–STATIC ONLY–**
Solutions eStory Photo (x1 only)	350x225 pixels	250 KB	–PNG ONLY–	**–STATIC ONLY–**
SNOW TALK PODCAST EMAIL				
Banner (All placements)	600x76 pixels	100 KB	GIF, PNG	Static **-OR-** :30 sec. total; max of 3 loops

*** In general please _avoid_ JPEG format.**

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DIGITAL ADVERTISING SPECS

- Permitted creative formats are PNG and GIF files.

- A maximum animation length of 15 seconds; 3 times looping maximum; and a maximum of 24 fps for all animated GIF files.

NOTE: Static images are preferred, as animations do not work in all email clients. If providing an animated ad, ensure the first frame is fully informational as a stand-alone ad, as some email clients will only display this first image/frame.

- The digital operations department is not responsible for any changes to ad creative; all changes must be made by the client and resubmitted for placement.

- Creative must have branding and cannot use the 'publication/site' name or logo without pre-approval.

- Ads click through to the provided URL in new browser.

NOTE: Creative with white backgrounds must have a visible 1x1 border of contrasting color.

VIDEOS

- Coded stand alone or embedded video players cannot be used. Your video must be uploaded to a website or hosted by a free video sharing service (YouTube, Vimeo, etc.).
  Please provide the following:

  - Preferred video preview image cropped to **320x200 pixels in PNG format**
    (or preview image will default to the first frame of the video)

  - Destination video URL

  - Company homepage URL

THIRD-PARTY EMAIL (HTML)

- Avoid using a dark background and light-colored text because some email clients do not support background formatting.

- Images MUST be hosted on the client site/server and the locations must be included in the HTML file. There should be no embedded background images in the HTML file.

- In-line styles are preferred. Include [http://] in all URLs.

- Code support varies for different email software. Clients are responsible for coding and testing all HTML creatives to ensure proper appearance prior to submission.

NOTE: SIMA is not responsible for improper display of an HTML email.

DIGITAL ANALYTICS
Upon request, digital advertising statistics can be delivered for advertisers and agencies via an email created specifically for and only accessible by a specific advertiser/brand.

Third-party email sample