

| 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.**

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.



CASE
ARTICULATED LOADERS

BIG NEWS
IN SMALL ARTICULATED LOADERS.

The new CASE SL60 TR is a 74 hp, 11,464 lb. snow-removing dynamo. 21.6 mph max speed, 177-inch lift height and a telescoping boom for loading higher trucks. Forward articulation for tight, nimble turns. It's a valuable addition to any snow-removing fleet. Click below to learn more about it.

[LEARN MORE](#)

HOT DEALS TO HELP YOU GET READY FOR COLD WEATHER.

UP TO \$2,500 OFF CASE EQUIPMENT NOW THROUGH DECEMBER 31.
We're digging deep and pushing hard to make strengthening your fleet easier this year. See your CASE dealer for details.

| | | | |
|--------------------------------------------------|-----------------------------------------------|-------------------------|-------------------------|
| \$300 -OFF- | \$500 -OFF- | \$1500 -OFF- | \$2500 -OFF- |
| Mini Track Loaders and Small Articulated Loaders | Compact Track Loaders and Small Wheel Loaders | Compact Wheel Loaders | Large Wheel Loaders |

\$500 OFF THE PURCHASE OF EVERY ARCTIC[®] SECTIONAL SNO-PUSHER.[®]
Get the business end of your snow-removing machines set up and keep some money in your pocket. Your CASE dealer will be happy to hook you up.

[FIND A DEALER[®]](#)

*Offers valid at participating CASE dealers.

CASE
ARTICULATED LOADERS

[f](#) [X](#) [in](#) [@](#) [v](#)

CaseCE.com
CASE Construction Equipment, 801 State Street, Racine WI 53402

Third-party email sample

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.