



## SUBMIT EMAIL ADVERTISING

Creative units must be submitted a minimum of 5 business days prior to the launch. Failure to supply creative materials by the established deadline may result in the delay or rescheduling of the ad campaign.

### SUBMIT CREATIVE UNITS VIA EMAIL:

[ops@grandviewmedia.com](mailto:ops@grandviewmedia.com)

Send creative files attached to, not embedded in, your email.

#### Creative submissions should include the following:

- Advertiser name
- Email product name
- Detailed placement instructions
- Creative files
- Alternate text (30 character limit, if applicable)
- Linking URLs - linking URLs must be domain name based and cannot be the IP address (i.e., [http:// 67.228.166.146](http://67.228.166.146))
- 3rd party ad served banners - submit banner image along with click tracker and impression tracker. Standard/Rich Media tags with creative images served through 3rd party tags are NOT accepted.

#### Creative submissions for dedicated third party email should ALSO include the following:

- Subject line (maximum of 80 characters)
- Preheader text (max of 50 characters)
- Creative files (HTML, PDF/JPG, Plain-Text)
- List of contact names and email addresses for inquiries, approval and final deployment

## CREATIVE GUIDELINES

- Creative must match ad size and conform to specifications outlined herein.
- Permitted creative formats are HTML, JPG and GIF files.
- HTML files must include client-supported hosting for images and a proof for creative concept.
- 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 animated images do not work in some email clients. If providing an animated image, ensure the first frame is fully functional as a static ad, as some email clients will only display this frame.
- Creative with a white background (#ffffff) must have a minimum 1-pixel border to differentiate ad from editorial content.
- 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 preapproval.
- Do not include fake HTML or simulated form interactivity, or obscene/objectable images.

Ad Type	Image Dimensions	Max File Size	File Types	3rd Party Ad Server Tracking
<b>eNewsletter Leaderboard</b>	728x90 px	50KB	JPG, GIF	Impression/Click Trackers Only - Standard/Rich Media tags with creative images served through 3rd party tags are NOT accepted.
<b>eNewsletter Medium Rectangle</b>	300x250 px	50KB	JPG, GIF	
<b>Native Email</b>	550x300 px	200KB	JPG	
<b>Dedicated Third Party Email</b>	550x600 px Max	See specifications	JPG, HTML	
* AD TYPES LISTED MAY NOT BE COMPATIBLE WITH ALL BRANDS				

## REPORTING & DISCLAIMERS

- The digital operations department will provide reporting on opens and clicks.
- Click-through tracking may not be available on ads that use embedded or compiled URL information within creative elements.
- The digital operations department reserves the right to preserve the user experience of its email products and to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

## NATIVE EMAIL

To kickoff the content development process, please provide the following:

- Up to 300 words on native email subject
- Image: 550x600 pixels
- Company logo
- Destination URL

## DEDICATED THIRD PARTY EMAIL – PDF/JPG

- PDF file size is flexible (will be resized) — limit to one page. If sending a JPG, make sure the file size is under 200KB.
- Creative is not to exceed 550 pixels wide and 600 pixels high.
- The entire image may link to the same URL; multiple links may be embedded upon request.

## DEDICATED THIRD PARTY EMAIL – HTML

- Table width must be no wider than 550 pixels, there are no height restrictions. HTML file maximum size is 20KB.
- Avoid using a dark background and light-colored text because some email clients do not support background formatting.
- Body background colors are not supported.
- 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:** Grand View Media is not responsible for improper display of an HTML email.