

AlaskaBusiness

Digital Advertising Specs

Specs for Static and Flex Ads

AD UNIT	SIZE (Pixels & Physical Dimensions)	ASPECT RATIO	MIN SIZE (Flex)	MAX SIZE (Flex)	MAX INITIAL LOAD	MAX SUBLOAD	ANIMATION LENGTH	MAX LOOPS	FILE FORMAT
BILLBOARD	970x250 (13.472" x 3.472")	4:1	900x225	1800x450	250 kB	500 kB	:30	3	JPG, GIF, PNG, HTML5, rich media, third party hosted
RECTANGLE	300x250 (4.167" x 3.472")	1:1	300x300	450x450	150 kB	300 kB	:30	3	JPG, GIF, PNG, HTML5, rich media, third party hosted

Ad Server: Google Ad Manager • For web ad guidelines please visit www.iab.com/newadportfolio

For HTML5 Guidelines for Google Ad Manager: https://support.google.com/admanager/answer/7046799?hl=en&ref_topic=7041998

Spotlight Digital Profile Materials

TEXT (Additional Premium Spotlight Material in Red)

- **Introduction:** Approx. 160 words
- **Contact Info:** Up to 5 contacts of 4 lines each- Contact name, title, phone, email etc.
- **Quote:** Up to 40 words in length (could be CEO or client testimonial)
- **Industry:** An overview on the industry and markets you're serving (about 160 words)
- **Products/Services:** Approx. 120 word plus 6 to 10 bullet points of 1 sentence each
- **Call to Action:** 1 sentence (about 20 words)
- **Partnerships:** How businesses can partner with your organization (70 words approx.)
- **Careers:** Approx. 80 word summary on why people should consider a career at your organization - Plus 4 job listings

TOTAL LENGTH: Approximately 1,000 words

IMAGES

- **Feature Profile Image:** 1500 pixels (w) x 700 (h) to 1000 pixels (h)
- **Section Heading Backgrounds:** 1500 pixels (w) x 700 (h) to 1000 pixels (h) - these will be cropped to a skinny horizontal
- **Photo for the Quote person:** 600 pixels (w) x 600 (h) minimum
- **Images for the sections:** 600 pixels (w) x 600 (h) minimum -images that tell your story (interior/exterior shots, people, etc.)
- **Logo:** Transparent PNG minimum 600 pixels wide
- **Social Media Links:** the channels you want to include in the profile page
- **Video:** <iframe> embed code from specific platform (youtube, vimeo etc.) OR images for slider presentation