

# Digital Advertising Specification Sheet

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## INSTRUCTIONS & GUIDELINES

### FORMAT

JPEG

### FILE SIZE

100 KB max

### RESOLUTION

72dpi

### DEADLINES

approximately 1 week prior to ad campaign start date

## Ad Specs

### WEBSITE

*Digital Partnership Ads*  
970 x 250 pixels + URL and  
300 x 250 pixels + URL

*Welcome Ad*  
640 x 480 pixels + URL

### NEWSLETTERS

*New Orleans Magazine, 5@4, and Avenue*  
640 x 480 pixels + URL  
(auto-scales to 320 x 240 on mobile)

*Bride, Homes*  
970 x 250 pixels + URL

### DEDICATED EMAILS

- Image: 600 x 400 pixels
- Headline text (your call to action)
- Body text: 50-100 words
- URL to link
- Subject line (3-8 words recommended)

### SOCIAL MEDIA CAMPAIGN

- Submit image and/or video
- Image: JPG or PNG, at least 1080 x 1080 pixels
  - Video: mp4, max 15 seconds for best results, at least 1080 x 1080 px, 1:1 ratio
  - Text: 20-40 words
  - Our team of experts to use to create custom a messaging best suited for each type of social media placement

### PODCAST

- High-res logo
- Your business name (exactly how you would like your business referred to by podcast host)
- Two ads: middle & end of podcast
  - 15-30 seconds each
  - Audio text file or text about your business for our host to read

### SWEEPSTAKES

- Image: JPG or PNG, at least 1080 x 1080 pixels, 1:1 ratio
- High-res logo
- Text: recommended 25-50 words that include a headline, call to action, and description of the sweepstake prize
- Our marketing team will use the text you provide to customize your message to best fit each type of social media placement