

## Digital Ad Specs

All dimensions are listed in pixels, width x height.  
All assets should be static images @ 300 ppi, approximately 100 kb in size, JPG/PNG format.

### WEBSITE ADS

Available on various pages throughout the site.

**TOP/BOTTOM IMPACT BANNER: 1600 X 300**

Dynamic image with link

**ONLINE PROMO: 1400 X 500**

Image in slider with gray overlay and promotional copy

**SPONSORED ONLINE FEATURE**

300-500 word featured article with images

### WEBSITE FEATURE PAGE ADS

Available on all Feature and Travel pages.

**LEADERBOARD: 728 X 90 and 320 X 50**

Static image and URL link

**Note:** Both sizes required

**SIDEBAR AD: 300 X 250**

Static image and URL link

### WEEKLY

### E-NEWSLETTER

Available in the weekly e-newsletter.

**LEADERBOARD: 600 x 75**

Static ad only, no flash files accepted

**BILLBOARD: 600 X 150**

Static ad only, no flash files accepted

**PROMO OFFER: 250 X 150**

Static image and URL link with text underlay

**SPONSORED E-NEWSLETTER FEATURE**

3-5 images (600 x 356) & 300-500 words of content  
copy

### DEDICATED E-BLAST

Available in exclusive email blasts.

**600 X 300 or 600 X 600**

Static image or video with ~100 words of  
promotional copy and URL clickthrough link

### SUBMISSION INFO

E-mail CAG ad materials to [carson@coloradoavidgolfer.com](mailto:carson@coloradoavidgolfer.com)

E-mail AvidLifestyle ad materials to [carson@coloradoavidgolfer.com](mailto:carson@coloradoavidgolfer.com)

Please proofread your ad for errors before sending. Materials are due one week before contracted start date.