

Run-of-Site Banner Ads

UNIT	DIMENSIONS
Billboard	970x250
Half Page	300x600
Medium Rectangle	300x250
Leaderboard	728x90

Run-of-site banner ad campaigns do not require all sizes. Please refer to your contract for required unit(s).

- Media types: Image, Flash (SWF)
- File types: PNG, JPG, GIF, HTML5
- Destination URL or UTM
Must be a domain name
- Art with white background must have a border

Newsletter Banner Ads

UNIT	DIMENSIONS
Medium Rectangle	300x250
Leaderboard	300x50

Newsletter banner ad campaigns do not require all sizes. Please refer to your contract for required unit(s).

- Media types: Image
Static ads are recommended for email newsletter placements as some email clients/servers will not render animated ads.
- File types: PNG, JPG
- Destination URL or UTM
Must be a domain name
- Art with white background must have a border

Branded Content

STORY AND IMAGE SPECS

COPY

- Headline: 10 words max
- Subhead: 15 words max
- Story: 600–1,000 words
- Bio: 50 words max
- Social post: 175 characters max

Please send all copy in a Word document.

FEATURE PHOTO

- Hi-res 4:3 ratio at least 2,000 pixels wide; horizontal
- No text or logos permitted
- File types: PNG, JPG

CONTENT PHOTOS

- Up to 3 images
- Hi-res 4:3 ratio at least 2,000 pixels wide; horizontal
- No text or logos permitted
- File types: PNG, JPG

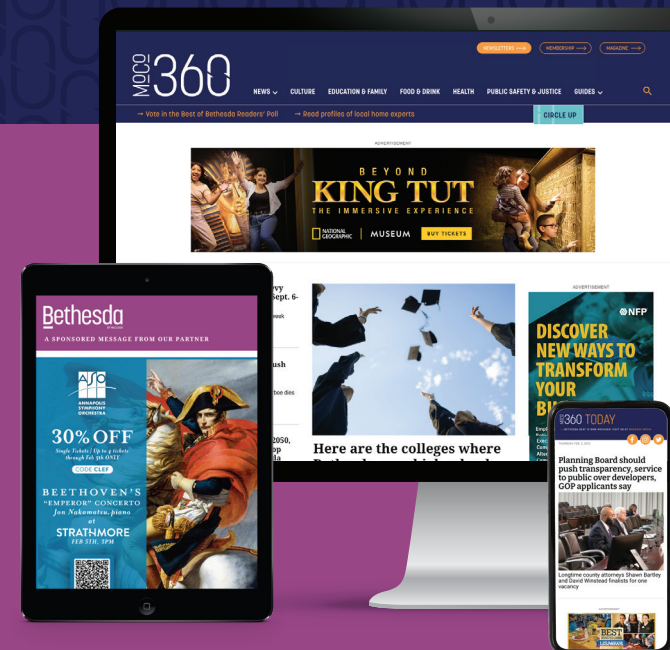
SPONSOR LOGO

- Rendered at 45 pixels high; provided logos should be legible at this display size
- File types: PNG, JPG

URLs

- Provide exact URLs for any/all links

Branded Content materials must be submitted to production 10 business days prior to contracted date. Final approval must be received 3 business days in advance of posting.



Special Offer Emails

STATIC IMAGE EMAIL

- Subject line
- Preview text
Recommended but not required
- Single image containing all email body content
 - 600 pixels wide
 - Max file size: 1 MB
- Destination URL or UTM
Must be a domain name

CUSTOM CODED HTML

- Subject line
- HTML file universally coded for all email clients
Bethesda Magazine cannot assume responsibility for the way each device/email client renders custom-coded HTML emails.

All digital ad materials are due 3 business days before campaign start date / email deployment.

Submit materials to digitalads@moco360.media or upload to our digital ad portal:

moco360.media/forms/digital-advertisement-portal