

DIGITAL SPECS

AD UNITS		SIZE (in pixels)
Billboard		970 x 250
Half Page		300 x 600
Box		300 x 250
Homepage Takeover		970 x 250 + 300 x 600
E-NEWSLETTERS	AD UNITS	DETAILS
Breakfast with ARTnews*	970 x 250 (Billboard) + 300 x 600 (Half Page)	50K+ opt-in subscribers Sent 5x per week (Mon-Fri) 100% SOV
ARTnews <i>TODAY</i> *	970 x 250 (Billboard) + 300 x 600 (Half Page)	50K+ opt-in subscribers Sent 5x per week (Mon-Fri) 100% SOV
Dedicated E-blast**	Custom e-mail (see specs below)	25K+ opt-in subscribers 100% SOV

AD SPECIFICATIONS:

File type: HTML5 (Third Party Only), GIF, JPG, PNG, SWF (not recommended), Rich Media***

Please provide a click-through URL for all ads. All ads should be 72 DPI and in RGB color.

Ads with a white background must have at least a .25pt border.

We do accept URLs built with a tracking UTM.

*3rd party impression tracking pixels are not accepted for newsletters.

**Dedicated E-blast: 600 pixels max width; JPG or GIF images should be hosted on advertiser website; no rich media, attachments, scripts or automatic downloads.

All styles/CSS must be embedded within the HTML. External CSS not accepted.

Ad material must be submitted one week in advance to: digitalmaterials@artmediaholdings.com

***ARTnews welcomes the opportunity to place special/non-standard formats, but they must be cleared for compatibility