



## DIGITAL MECHANICAL SPECIFICATIONS

For more information on ad sizes and mechanical specs, e-mail Heather Donnelly at [hdonnelly@conventionsouth.com](mailto:hdonnelly@conventionsouth.com).

### WEB DISPLAY

<b>Ad</b>	<b>WIDTH (pixels)</b>	<b>x</b>	<b>HEIGHT (pixels)</b>
Leaderboard	728	x	90
Big Box/Medium Rectangle	300	x	250
Half Page	300	x	600
Mobile Anchored Banner	300	x	100
Mobile Revealer (On Scroll)	300	x	600

JPG, GIF, PNG, and third-party tags accepted. Advertiser to provide URL.

### HIGH IMPACT WEB DISPLAY

#### Wallpaper

**Size:** 1920 x 1080 pixels

[Download the Full Spec Diagram](#)

JPG, GIF, PNG, and third-party tags accepted. Advertiser to provide URL.

### E-BROADCASTS

HTML\*, including embedded hyperlink(s) and image(s), subject line, list seeds. PDF/PSD of e-broadcast material, with URLs provided separately, also acceptable.

Maximum layout width of 750 pixels, no height restriction.

Maximum image width of 600 pixels recommended to avoid spam filters.

Please indicate when material provided if responsive design is required and provide both desktop and mobile layouts.

*\*Native HTML files that are e-mail ready only. If providing HTML templates that have been built in 3<sup>rd</sup> party platforms (e.g. Mailchimp, Constant Contact, etc.) or have been designed for webpage use, please also provide a PDF/PSD and URLs so our developers can recode the e-mail (additional charges may apply in this case, please see below).*

First ½ hour of development time is included in your initial booking. Any additional development time required to code, recode and/or make your e-mail responsive will be billed at \$85.00/hour.

**SPONSORED E-NEWSLETTERS**

<b>Ad</b>	<b>WIDTH (pixels)</b>	<b>x</b>	<b>HEIGHT (pixels)</b>
Leaderboard	728	x	90
Medium Rectangle	300	x	250

GIF\*, JPEG, PNG accepted. Maximum file size 150 kB. Advertiser to provide URL.

*\*Please note GIFs animations may not display on all e-mail clients. If you are sending an animated GIF, please ensure you indicate which frame you would like displayed in the event that only a static image is shown.*

**DIGITAL EDITION**

<b>Ad</b>	<b>Size</b>	<b>Format</b>
Landing Page Spread	18" x 10.875"	PDF
Video Enhancement	N/A	MP4, Vimeo, YouTube
Digital Belly Band	6.25" x 9"	PDF

For Landing Page and Digital Belly Band positions, add 1/8" bleed on each side. Add will be digitally "trimmed".

**NATIVE**

Headline (up to 9 words)

500 words of supplied text showcasing the destination\* (including hyperlinks)

Logo (max. 800 x 800 pixels)

Image (max. 800 x 800 pixels)

Contact Details:

- Name
- Title
- Email
- Phone Number
- Website

Profile up to 250 words with an additional image (max. 800 x 800 pixels)

- Theme of the profile varies depending on the option purchased.

Short destination summary for the newsletter (up to 30 words)

**Accepted text formats:** .docx, .txt

**Accepted image formats:** GIF, JPG, and PNG

**Max file size for images:** 250 kB

*Content is subject to review and may be edited for length, clarity and style.*

## **HOT DATES/HOT DEALS**

Incentive Title (up to 9 words)

50 word incentive information (including hyperlinks)

Embeddable video link (Vimeo or YouTube)

Video Still or Featured Image (max. 800 x 800 pixels)

Logo (max. 800 x 800 pixels)

URL to your site/incentive

**Accepted text formats:** .docx, .txt

**Accepted image formats:** GIF, JPG, and PNG

**Max file size for images:** 250 kB

**Accepted video formats:** Vimeo, YouTube

*Content is subject to review and may be edited for length, clarity and style.*

## **VIRTUAL TOURS & HOSTED VIDEO**

Video file (mp4, mov) or link to video (YouTube, Vimeo)

Title (up to 85 characters)

Description (up to 100 words)

Placeholder image (video still or related image)

Company logo

URL to your site