TCBmag.com Ad Specifications

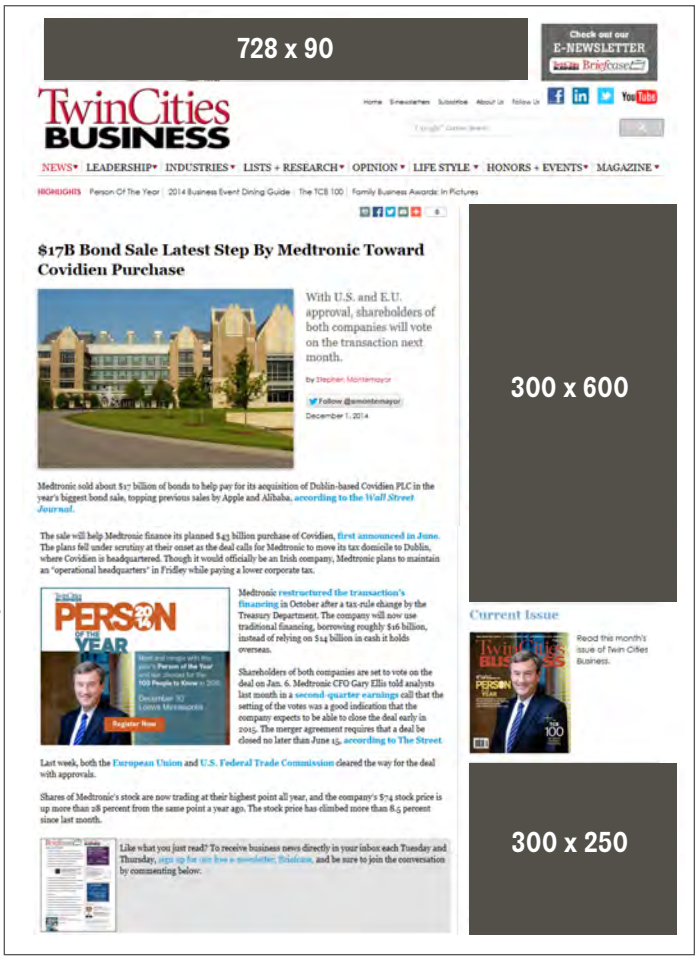
TwinCities BUSINESS
tcbmag.com

RUN OF SITE BANNER ADS

Ad units	Size	File Size
Leaderboard	728 x 90	70k
Medium Rectangle	300 x 250	70k
Half Page	300 x 600	70k

Please provide all sizes.

- Accepted media includes: GIF, JPEG, HTML5.
- A one pixel border is required around ads with no background color.
- Third Party ads and verification accepted.
- All animated advertising: 15 seconds, 3X loop maximum.
- We no longer accept Flash/SWF files. Please contact the production manager for HTML5 specs or instructions for converting SWF to HTML5
- URL/website address that you would like your ad to link to.



RECENT NEWS SPONSORSHIP

- Logo: 120 x 60, 72 dpi.
- Link: Supply URL for link.
- Ads: 728 x 90, 300 x 250, and 300 x 600 in 70k file size. Please provide all sizes.

DIGITAL EDITION SPONSORSHIP

- Logo: 120 x 60, 72 dpi.
- Ads: 728 x 90, 70k file size.

RESKIN

- One creative required which totals 1886 x 900 (450 x 900 pixels on either side of the live area with 986 x 900 pixels white space in the middle). File size 100K.
- Text must be kept within 140 pixels of the interior edge and 750 pixels on the top of the live area for each side. No borders.
- We will not be able to use smaller or larger files, nor JavaScript or 3rd party image files. However, we can implement a tracking pixel with these.
- The sides and bottom are required to fade to white.
- Plus, provide one pencil unit 980 x 30 pixels.

Digital Ad Material Submissions

Email ad materials to:
ads@tcbmag.com

Larger files can also be uploaded at:
www.mspaduploader.com

Username: mspads
Password: sonic

For ad material production questions, contact:
Tim Dallum, Production Manager
tdallum@tcbmag.com, 612-336-9245

Enewsletter Ad Specifications

TwinCities BUSINESS
tcbmag.com

BRIEFCASE

Ad units	Size	File Size
Leaderboard	728 x 90	70k
Medium Rectangle	300 x 250	70k

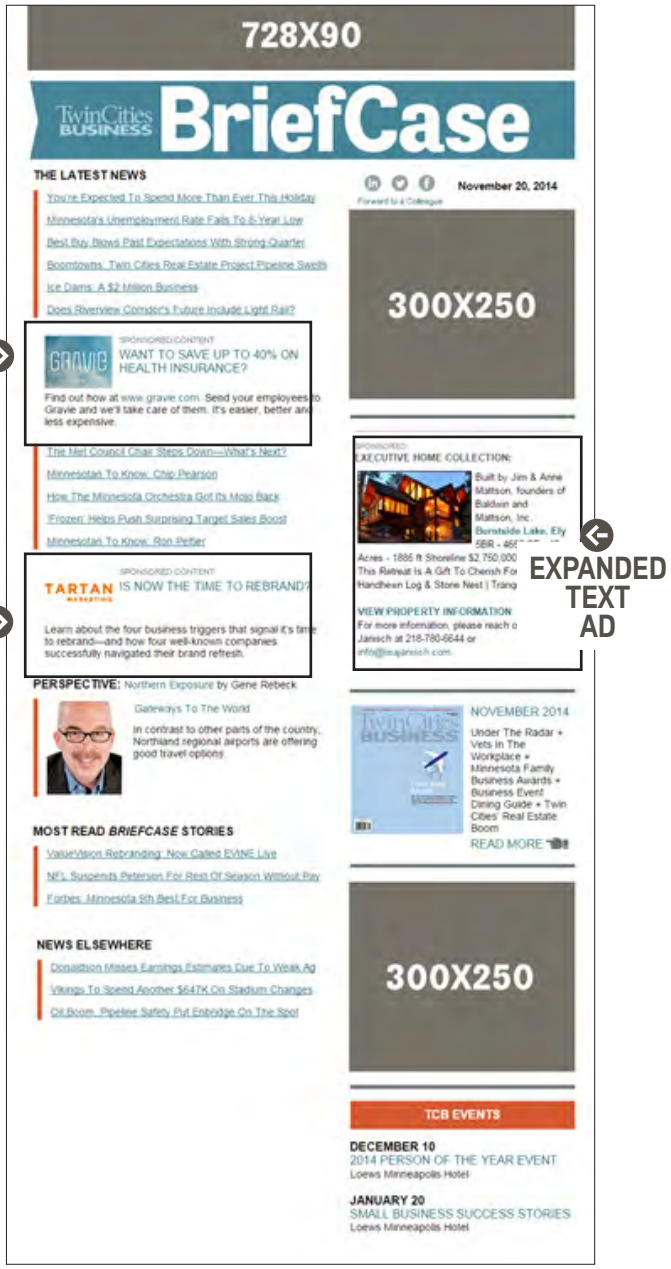
No animation allowed. Accepted media: GIF or JPEG.

Text Ads

- Logo: 90 x 70, 72 dpi.
- Headline: 50 character maximum.
- Text: 150 characters maximum.
- Link: Supply URL for link.

Expanded Text Ad

- Logo: Photo 150 x 200, 72 dpi.
- Headline: 50 character maximum.
- Text: 200 characters maximum.
- Link: Supply URL for link.



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Enewsletter Ad Specifications

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ADRENALINE

Ad units	Size	File Size
Medium Rectangle	300 x 250	70k

No animation allowed. Accepted media: GIF or JPEG.

Text Ads

- Logo: 90 x 70, 72 dpi.
- Headline: 50 character maximum.
- Text: 150 characters maximum.
- Link: Supply URL for link.

HEADWAY

Ad units	Size	File Size
Medium Rectangle	300 x 250	70k

No animation allowed. Accepted media: GIF or JPEG.

Text Ads

- Logo: 90 x 70, 72 dpi.
- Headline: 50 character maximum.
- Text: 150 characters maximum.
- Link: Supply URL for link.

KEYNOTE

Ad units	Size	File Size
Leaderboard	468 x 85	70k
Medium Rectangle	300 x 250	70k

No animation allowed. Accepted media: GIF or JPEG.

Text Ads

- Logo: 90 x 70, 72 dpi.
- Headline: 50 character maximum.
- Text: 200 characters maximum.
- Link: Supply URL for link.

MARKETVOICE

Text Ads

- Logo: 118 x 110, 72 dpi.
- Headline: 50 character maximum.
- Text: 225 characters maximum.
- Link: Supply URL for link.

PULSE

Ad units	Size	File Size
Medium Rectangle	300 x 250	70k

No animation allowed. Accepted media: GIF or JPEG

Text Ads

- Logo: 90 x 70, 72 dpi.
- Headline: 50 character maximum.
- Text: 150 characters maximum.
- Link: Supply URL for link.

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