TCBMAG.COM AD SPECIFICATIONS

RUN OF SITE BANNER ADS

Premium Sizes

Ad units	Size	File Size
Billboard	970x250	70k
Half Page	300x600	70k
Leaderboard	728x90	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

*Please provide all sizes

Standard Sizes

Ad units	Size	File Size
Leaderboard	728x90	70k
Half Page	300x600	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

*Please provide all sizes

- Accepted media includes: GIF, JPEG, HTML5
- Ads with no background color require a one pixel border
- Third Party ads and verification accepted
- All animated advertising: 15 seconds, 3X loop maximum
- URL/website address that you would like your ad to link to

INTERSTITIAL

- Ad Size: 550x480, Mobile 300x250
- Link: Supply URL for link
- Accepted media includes: GIF, JPEG, HTML5
- Ads with no background color require a one pixel border
- Third Party ads and verification accepted

NEWS SPONSORSHIP

- Logo: 136x38, 72dpi
- Link: Supply URL for link
- Ads: 970x250, 300x600
  Mobile/Tablet: 728x90, 300x250, 320x50 in 70k file size
  *Please provide all sizes

DIGITAL EDITION SPONSORSHIP

- Logo: 136x38, 72dpi (.png file with no background color)
- Link: Supply URL for link
- Ads: 728x90 in 70k file size

AD MATERIAL SUBMISSIONS

Email ad materials to: ads@tcbmag.com

Questions Contact:
Tim Dallum
Production Manager
tdallum@tcbmag.com
612-336-9245

TWIN CITIES BUSINESS

ENEWSLETTERS – AD SPECIFICATIONS

Briefcase

Ad units	Size	File Size
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

*No animation allowed.
- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads
- Photo: 150 px. x 150 px., 72 dpi.
- Headline: 40 character maximum
- Text: 150 character maximum
- Link: Supply URL

Expanded Text Ads
- Photo: 300x250, 72 dpi.
- Headline: 40 character maximum
- Text: 225 character maximum
- Link: Supply URL

Adrenaline

Ad units	Size	File Size
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

*No animation allowed.
- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads
- Photo: 150x 150, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL

Keynote

Ad units	Size	File Size
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

*No animation allowed.
- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads
- Photo: 150x150, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL

MarketVoice

Text Ads
- Photo: 300x250, 72 dpi.
- Logo: 120 px wide, 72 dpi.
- Headline: 50 character maximum
- Text: 50 word maximum
- Link: Supply URL

Trending

Ad units	Size	File Size
Leaderboard*	970x250	70k
Leaderboard	728x90	70k
Half Page	300x600	70k
Mobile Rectangle	300x250	70k
Mobile Banner	320x50	70k

*No animation allowed.
- Accepted media: GIF or JPEG. Please provide all sizes
- Ads with no background color require a one pixel border

Text Ads
- Photo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL

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