

## TCBMAG.COM – AD SPECIFICATIONS

### RUN OF SITE BANNER ADS

#### Premium Sizes

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

\*Please provide all sizes

#### Standard Sizes

<u>Ad units</u>	<u>Size</u>	<u>File Size</u>
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
- Link: Supply URL

### 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

### DIGITAL AD MATERIAL SUBMISSIONS

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com)

Larger files can be uploaded at,  
[mspaduploader.com](http://mspaduploader.com)  
Username: mspads  
Password: sonic

For ad material production questions, contact  
Tim Dallum, Production Manager  
[tdallum@tcbmag.com](mailto:tdallum@tcbmag.com) | 612-336-9245

## ENEWSLETTERS – AD SPECIFICATIONS

### Briefcase

Ad units	Size	File Size
Leaderboard	728x90	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	728x90	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: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL

### Keynote

Ad units	Size	File Size
Leaderboard	468x85	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

- Logo: 90x70, 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
Enews Leaderboard*	468x85	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

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

## Digital Ad Material Submissions

Email ad materials to:  
[ads@tcbmag.com](mailto:ads@tcbmag.com)

Larger files can be uploaded at:  
[mspaduploader.com](http://mspaduploader.com)  
 Username: mspads  
 Password: sonic

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 Tim Dallum  
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[tdallum@tcbmag.com](mailto:tdallum@tcbmag.com)  
 612-336-9245