Digital Specifications & Deadlines 2014

TwinCities BUSINESS

TCBMAG.COM

Banner Ads

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

• Accepted media includes: GIF, JPEG, SWF
• A one pixel border is required around ads with no background color
• Third Party ads and verification accepted
• Flash files must be exported as V.9 or lower
• All animated advertising: 15 seconds, 3X loop maximum
• JPEG/GIF files must accompany SWF/Flash Files for each unit size for non-flash users
• Supply the URL/Web site address that you would like your ad to link to.

Sponsored Content Area Logos

- Logo 120 x 60, 72 dpi
- Static
- Supply URL for link

Deadlines

- Materials are due 5 working days prior to schedule start date.

BRIEFCASE E-NEWSLETTER

Banner Ads

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

- No animation allowed
- Accepted media includes: GIF or JPEG
- Please supply the URL/Web site address that you would like your ad to be linked to

Sponsored Content Text Ads

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

Deadlines

- Materials are due 5 working days prior to schedule start date.

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