specs e-, blast, bundled, custom and annual media

E-Media

WEBSITE BANNERS

Image. JPG or animated GIF, 72 dpi, RGB, max size: 100 kb

Hyperlink. One URL for linking (the same URL will be linked from desktop and mobile)

Dimensions

E-Media Annual Sponsor and Leaderboard.
728px x 90px and 250px x 90px (for desktop and mobile)

Big Button. 250px x 90px

Big Box. 250px x 250px

AWCI will be transitioning to an improved website with greater functionality, tracking and more. We will be slightly revising our web banner sizes to the following:

Inline Rectangle. 300px x 250px

Large Rectangle. 336px x 280px

Mobile Banner. 320px x 100px

Leaderboard. 728px x 90px

Wide Skyscraper. 300px x 600px

Those already placing banner ads at the time of transition will be offered larger size ads for the remaining portion of their campaigns and given as much notice as possible for new creative.

Custom Media

FEATURED VIDEO

Headline. 45 characters including spaces (For web, blast and boost)

Subhead. 50 characters including spaces (If not provided, company name will be listed)

Web Copy. Recommended 50–100 words, up to 150.

Blast and Boost Copy. No more than 50 words ("Sponsored" will be included at the end of blast copy)

Web Image. 720px x 440px, JPG or PNG, 72 dpi, RGB (If not provided, AWCI will create a screenshot of the featured video as the image.)

Blast Image. 305px x 200px, JPG or PNG, 72 dpi, RGB

Boost Image. 244px x 160px, JPG or PNG, 300 dpi, RGB

Link. To video URL (YouTube or other address)

Boost Link. AWCI will create a Bitly from your original link to maintain uniformity.

MANUFACTURER'S CORNER

Headline. Up to 45 characters (including spaces)

Subhead. Up to 90 characters (including spaces)

Copy. 1,100 to 2,000 words (article may be edited to fit available space.)

Image. Four graphics, JPG or PNG, 300 dpi, RGB

Logo. EPS or PNG, transparent background, 300 dpi

Byline. Author name and 50 word bio

Contact Advertising Coordinator for full details.

Annual Media

AWCI'S VIDEO SHOWCASE

Print & Digital Components

Print positions follow AWCI's Construction Dimensions parameters. Below are the details needed for the digital components.

Single Video Specs:

Headline. Up to 45 characters.

Copy. Up to 75 words.

Image. One image, JPG or PNG, 300 dpi (w: 530px x h: 300px)

Video. One video

Multi-Video Specs:

Headline. Up to 45 characters.

Copy. Up to 75 words.

Image. One image, JPG or PNG, 300 dpi (w: 530px x h: 300px)

Video. Up to 3 videos

Video Specifications:

File Size. Maximum of 100MB

Duration. Must be 1 second or longer

Format. Preferably a Vimeo or YouTube link.

Bitrate. The recommended bitrate is between 300kb/s and 700kb/s

Blast Media

E:DIMENSIONS

Feature

Headline. 45 characters maximum (including spaces).

Copy. Up to 50 words, including an italicized "(Sponsored)" at the end of copy

Image. 200px x 120px, JPG or animated GIF, 72 dpi, RGB

Hyperlink. Features may be hyperlinked to two landing pages. If unspecified, links are directed to home pages.

Banner

Image. 650px x 55px, PNG, JPG, GIF (or animated GIF), 72 dpi

Hyperlink. One URL for linking

PRODUCT SPOTLIGHT

Image. 600 px wide, JPG or PNG, 72 dpi, RGB

Subject Line/Headline. Up to 45 characters (including spaces), headline and subject are identical

Preview Text.* Up to 45 characters or defer to your subject line

Body Copy. Up to 100 words

Logo. EPS file preferred; otherwise, max width 450px, JPG, 72 dpi, RGB.

Text appearing in most inboxes.

AWCI SMARTBRIEF

Leaderboard

Image. 728px x 90px

Hyperlink. One URL for linking

Feature

Image. 200px x 120px

Hyperlink. One URL for linking

Takeover

Provide Leaderboard and Feature

Featured Video

Refer to Bundled Media

Logo (Optional)

120px x 60px; 50k maximum, transparent background, PNG

FOR ALL MEDIA ADVERTISING CONTACT

Joe Fernandez ▪ fernandez@awci.org ▪ 703.538.1606

DELIVERY INSTRUCTIONS

Send all advertising materials, proofs and correspondence to

Brianna Bernstein ▪ bernstein@awci.org ▪ 703.538.1607

All media reservations must be in compliance with AWCI's contract and copy regulations and AWCI Media's Code of Conduct.

Visit awci.org/copyandcontractregulations and awci.org/codeofconduct for details.