

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

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. 650 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

Refer to E-Media

Feature

Refer to E:Dimensions Feature

Takeover

Provide Leaderboard and Feature

Featured Video

Refer to Bundled Media

Logo (Optional)

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

Bundled 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

SPONSORED CONTENT

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

Subhead. 45 characters including spaces (available, not required)

Author's name. If unavailable, company name will appear.

Web copy. Recommended 100–150 words, up to 200.

Blast and Boost Copy. No more than 50 words

(“Sponsored” will be included at the end of blast copy)

Web Image. 1200px x 600px, JPG or PNG, 72 dpi, RGB

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

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

Hyperlink. Link to content source

Boost Link. AWCI will create a Bitly from your

original link to maintain uniformity

MARKET ALERT

Headline. No more than 45 characters, including spaces

Copy. Four iterations needed, 175 words, 100 words, 45 words and 116 characters.

Image. 602px x 350px, PNG or JPG, 300dpi, RGB

Logo. 200px x 150px, Vector

Hyperlinks. One unique URL (shortened for print) and company homepage URL (links to logo)

Copy Submittal Options

Option 1. Send the four iterations listed above.

Option 2. Send 175 words or more. AWCI will hone copy, respond for one set of edits

Custom Media

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.

ONLINE LEARNING SERIES-PARTNER CONTENT

Contact Advertising Coordinator for full details.

AWCI will edit material appearing in AWCI e-media, content, blast and bundled media if copy is beyond limit or images are not sized properly. Submitted copy and graphics will be reviewed/edited to meet E:Dimensions Code of Conduct. Impression and click-through reports provided by AWCI on a quarterly basis. External servers, click trackers and tags are unsupported. Proofs are not provided prior to appearance in AWCI Media. If specific landing page is not specified for any AWCI Media appearance, link will be directed to home page. Invoices for all AWCI Media appearances are e-mailed.

FOR ALL MEDIA ADVERTISING CONTACT

Joe Fernandez - fernandez@awci.org - 703.538.1606

DELIVERY INSTRUCTIONS

Send all advertising materials, proofs and correspondence to

Brianna Bernsein - 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.