

digital specs

Web Advertising

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)

SIZES

Inline Rectangle. 300px x 250px
Large Rectangle. 336px x 280px
Mobile Banner. 320px x 100px
Leaderboard. 728px x 90px
Wide Skyscraper. 300px x 600px

Custom Advertising

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.

AWCI'S VIDEO SHOWCASE

Print and Digital Components

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

Specs

Copy. Up to 150 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

Newsletter Advertising

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.*

INNOVATION SPOTLIGHT

Feature

Headline. AWCI will use your company name as your product's headline.
Copy. Up to 50 words.
Image. 260px x 160px, JPG or PNG, 72 dpi, RGB
Logo. EPS file preferred; otherwise, max width 450px, JPG, 72 dpi, RGB.
URL. Spotlights may be hyperlinked to two landing pages (button/image). If unspecified, links are directed to home pages.

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 the E:Dimensions Code of Conduct. Impression and click-through reports are 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 a specific landing page is not specified for any AWCI Media appearance, the link will direct to your home page. Invoices for all AWCI Media appearances are emailed.

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.