

# Target Marketing Specs

## E-Newsletter Ads That Drive Results

### LEADERBOARD SPECS 728x90 DISPLAY CREATIVE (IMAGE-BASED)

- All e-newsletter display advertising units must be PNG, GIF, or JPG files
- Maximum file size: 45k
- Resolution: 72 dpi
- Looping Restrictions: Maximum of 4 frames and 3 loops
- No Flash/Rich Media
- Third-party ad server redirects and 1x1 tracking pixels allowed
- Materials due two (2) full days prior to e-newsletter insertion

**HELPFUL HINT:** Make sure you remember to include "ALT" text (up to 65 characters), which is displayed if images are blocked and helps meet American Disabilities Act (ADA) guidelines.

### FEATURED RESOURCE SPECS ALL BELOW IS REQUIRED FOR PLACEMENT

- Title - as it should appear in the Newsletter
- Teaser - 50 - 75 words
- Image - 250x250 Pixels (PNG, GIF, JPG) and file size (45k)
- Landing page URL or Click URL
- Materials are due 2 days in advance

The screenshot displays a sample e-newsletter layout for Target Marketing, dated February 29, 2016. The layout includes several distinct sections and ad placements:

- Top Header:** A 728x90 pixel area at the top left, followed by a navigation bar with social media links (Twitter, LinkedIn, Facebook) and an "Advertising Info" link.
- Main Content Area:** The "Target Marketing" logo is centered. Below it, the date "February 29, 2016" is on the left, and social media icons are on the right.
- Article 1:** "Lands' End Is an Awkward Boyfriend" by Heather Fletcher. Teaser: "First they're topless. Then they're Gloria Steinem. Women featured by Lands' End show the cataloger just can't seem to get its relationship with females right. [more >](#)"
- Article 2:** "4 Tips for Retention Email Campaigns" by Jessica Noonan. Teaser: "In my four-part series 'Mastering the Art of Lifecycle Campaigns,' I examine four different stages of marketing campaigns and help you determine how to leverage your program for the best results. Strong lifecycle campaigns ensure excellent relationships with your customers, leading to purchases and higher [more >](#)"
- Ad Placement 1:** A 728x250 pixel ad space below the second article.
- Ad Placement 2:** A 728x90 pixel ad space below the ad placement 1.
- Article 3:** "College Mail That Makes the Grade" with a small thumbnail image. Teaser: "Direct mail from colleges to high school students doesn't have to be dull. Join Who's Mailing What's Paul Bobnak as he looks at how to stand out to students (and parents) deciding where to continue their education. To learn more about this mailing and others like it, log in to [whosmailingwhat.com](#). [watch >](#)"
- Section Header:** "Today's Featured Resources" in a red banner.
- Resource 1:** "Learn What's Trending in Email Marketing in 2016!" featuring the CAS (Central Acquired Systems) logo. Teaser: "Download your Email Marketing Trends for 2016 guide and learn what's important to stay on top of this year. In addition to our guide, CAS can provide you nSightful Email & Data solutions to help get your business in front of targeted groups of people wanting your products and services! [more >](#)"
- Resource 2:** "5 Creative Ideas to Propel your Webinars" with a thumbnail image. Teaser: "Most marketers think that their webinars could use a little work but don't know where to begin. Get 5 tips to help you break out of your routine and take your event to the next level. Download now! [more >](#)"
- Resource 3:** "Direct Marketing Day @ Your Desk Virtual Conference & Expo 2016" with a thumbnail image. Teaser: "The team at Target Marketing is proud to present the 2016 Direct Marketing Day @ Your Desk Virtual Conference & Expo, happening live and online on March 10, 2016. As in years past, this free online event will explore the best practices, trends and case studies on how to enhance and optimize all of your direct marketing efforts. [more >](#)"