

Preparing Your Web Ad

2023 – 2024

SIZES

2 web ad sizes are available:

- A **Big Box ad** is bundled with a print ads of any size under a half-page.

300 pixels wide × 250 pixels tall

- A **Leaderboard ad** is bundled with the purchase of a half page or larger print ad.

728 pixels wide × 90 pixels tall

ACCEPTABLE FILE FORMATS

- GIF (including animated GIF), JPG, PNG
- Colour space should be RGB (not CMYK).
- Resolution should be 72 DPI (dots per inch).
- Maximum file size: 1 MB (megabyte).

Examples:

BIG BOX →

**300px wide
250px tall**

LEADERBOARD ↓

**728px wide
90px tall**

SENDING YOUR WEB AD

- Before submitting your web ad, preview your artwork in a browser to make sure the design is effective as a digital file. Be sure that all type is readable.

- Label your Big Box ad like this:

YourOrganizationName_BB_MonthYear

(For example: EspritOrchestra_BB_Sept2024.jpg)

- Label your Leaderboard ad like this:

YourOrganizationName_LB_MonthYear

(For example: EspritOrchestra_LB_Sept2024.jpg)

- Include, in the body of your email, the exact URL of the web page you would like your web ad to link to. If no link is provided, your web ad will be linked to your website's home page.

PLEASE NOTE that submitted files that do not comply with these specifications may result in extra charges to the advertiser.

Artwork Inquiries

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