

Spa

2008 Online Advertising Specs

Website Digital Requirements

Banners

AD	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728 x 90 pixels, 72 dpi	45kb	Gif, Jpg, Swf; include Fla file
Middle Banner	468 x 60 pixels, 72 dpi	45kb	Gif, Jpg, Swf; include Fla file
Tile	180 x 150 pixels, 72 dpi	45kb	Gif, Jpg, Swf; include Fla file

ENEWSLETTER

AD	DIMENSIONS	FILE SIZE	FILE TYPE
Skyscraper	160 x 600 pixels, 72 dpi	45kb	Gif, Jpg
Text Link	65 pixels, 72 dpi image with product name or travel special	45kb	Gif, Jpg

APPROVED THIRD PARTY VENDORS: Ad4Ever, Adinterex, Atlas, Bluestreak, CheckM8, Centerport, Double-Click, Dynamic Logic, Enliven, Eye Blaster, Eye Return, Eye Wonder, Google, Interpolls, Kaon, Klipmart, Media-plex, OAS JX, Poindexter, Pointroll, Tango Zebra, Unicast, United Virtualities, Value Click, Vendaria, Viewpoint

Note: All materials must be submitted 5 business days before scheduled posting or placement will be rescheduled.

CONTACT

Amanda Harris
Online Business Coordinator
amanda.harris@bonniercorp.com
407.571.4700