

MATERIAL DEADLINE

All creative is required to be delivered a minimum of three (3) business days prior to start date to ensure adequate time for testing, implementation, and corrections (if necessary).

WEB BANNER AD SPECIFICATIONS

Acceptable formats: GIF (animated okay), JPG, PNG, generic HTML, HTML5, adtech, Atlas, Bluestreak, CPX, Doubleclick/DFP, Eyeblaster, Falk, Kontera, Mediaplex, Open Adstream and Tango Zebra. All colors saved in RGB with 72 dpi resolution.

TRACKING PIXELS: We can accept tracking pixels using the <iframe> format

RUN OF SITE

hourdetroit.com, dbusiness.com, detroitwed.com

LEADERBOARD: 728 x 90 pixels, 45K max file size

LARGE ISLAND: 300 x 600 pixels, 45K max file size

ISLAND: 300 x 250 pixels, 35K max file size

BILLBOARD: 970 x 250 pixels, 45K max file size

MOBILE LEADERBOARD: 320 x 50 pixels, 30K max file size

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LARGE ISLAND: 300 x 600 pixels, 45K max file size

ISLAND: 300 x 250 pixels, 35K max file size

BILLBOARD: 970 x 250 pixels, 45K max file size

MOBILE LEADERBOARD: 320 x 50 pixels, 30K max file size

SPONSORSHIPS: MAIN LANDING PAGES/SECTION SPONSORS

hourdetroit.com

Main Landing Page (970x250)

BILLBOARD: 970 x 250 pixels, 45K max file size

LEADERBOARD: 728 x 90 pixels, 45K max file size

MOBILE LEADERBOARD: 320 x 50 pixels, 30K max file size

- OR -

Main Landing Page, and Section Sponsors (300x600)

LARGE ISLAND: 300 x 600 pixels, 45K max file size

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LARGE ISLAND: 300 x 600 pixels, 45K max file size

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ISLAND: 300 x 250 pixels, 35K max file size

NEWSLETTER BANNER AD SPECIFICATIONS

ACCEPTABLE FORMATS: JPG, PNG

NOTE: Please include click through URL.

HOURLY DETROIT DAILY NEWSLETTER

PRESENTING SPONSOR: 600 x 300 pixels, 45K max file size

ISLAND (TIERS 1, 2 & 3): 300 x 250 pixels, 35K max file size

DBUSINESS DAILY NEWSLETTER

PRESENTING SPONSOR: 600 x 300 pixels, 50K max file size

CEO, EXECUTIVE, ASSOCIATE: 300 x 250, 35K max file size

AROUND THE D SPONSOR: 600 x 150 pixels, 35K max file size

DBUSINESS TECH AND MOBILITY NEWSLETTER

PRESENTING SPONSOR: 600 x 300 pixels, 50K max file size

CEO, EXECUTIVE, ASSOCIATE: 300 x 250, 35K max file size

DEDICATED EBLASTS

Dedicated eblasts should be either a single image or html formatted for display in email clients. All html must be submitted complete and ready for use; any changes must be completed by the submitting code author.

IMAGE: 600 x 600 pixels (minimum), may not exceed 600 x 1200 pixels.
Images can only include one (1) link.

HTML: Should be tested, and reviewed for display in all major email clients by advertiser/agency prior to submitting.

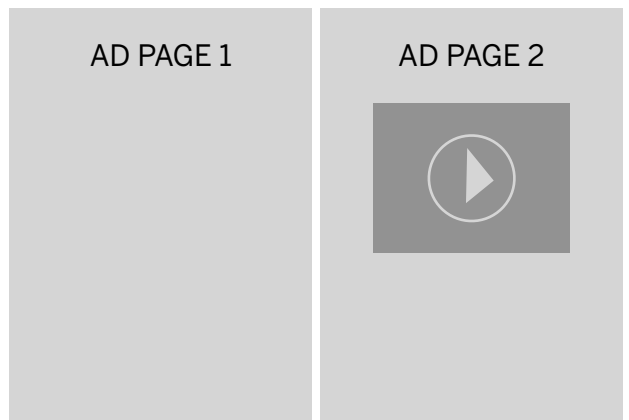
DIGITAL EDITION SPONSORSHIP

Client will receive a spread right after the cover image.

Specs should match those of the print publication they are sponsoring the digital version.

NOTE: Videos are optional. If client is including video, there should be a portion of the spread that includes an image with a play button overlay so viewers know to click in order to initiate video pop-out. Link to Youtube or Vimeo required.

VIDEO EXAMPLE (OPTIONAL)



DIRECTORY LISTINGS

hourdetroit.com, dbusiness.com

Up to 3 images (500px width minimum)

- Must be submitted at 72 dpi resolution in RGB
- Acceptable file formats include .JPG or .PNG

Up to 300 words of copy

- Must provide in a word document with everything written in complete sentences

Contact information

- Company Name
- Address (street, city, state and zip code)
- Phone
- Website

1 video (optional)

- Must be embed link to YouTube or Vimeo

RESOURCE LISTINGS

detroitdesignmag.com, detroitwed.com

Up to 5 images (500px width minimum)

- Must be submitted at 72 dpi resolution in RGB
- Acceptable file formats include .JPG or .PNG

Up to 600 words of copy

- Must provide in a word document with everything written in complete sentences

Contact information

- Company Name
- Address (street, city, state and zip code)
- Phone
- Website

1 video (optional)

- Must be embed link to YouTube or Vimeo

SPONSOR CONTENT

All sites

MATERIALS NEEDED:

- 600 word maximum article copy + Title
- Up to 3 JPG images for the article
- (750 x 750 pixels) submitted at 72 DPI in RBG color format
- One optional video embed in YouTube or Vimeo
- 25 Word Teaser/Excerpt