

Digital Ad Specs and Creative

All publications

Web Banners (Desktop and Mobile)

Creative Unit	Initial Dimensions (W x H in inches)	Max Initial File Load Size	Submission Lead Time	Notes
Leaderboard (ROS)	728 x 90	50 KB	2 weeks	Auto-initiated audio not allowed. Recommend developing flash creatives to be viewable in Flash Player Version 8 or lower. Both ActionScript2 and ActionScript3 used in Flash are acceptable.
Medium Rectangle (ROS)	300 x 250	50 KB	2 weeks	
Mobile	320 x 50	50 KB	2 weeks	
Recommended Formats (must meet IAB Guidelines)				
HTML5	Animated Gif			No auto-expansion, auto-audio. Limit animation to 15 seconds. Limit looping animation to a maximum of 3x. Third party tags allowed so long as they meet IAB Guidelines.
JPG	Rich			
GIF				
Ask about others				
Submit banners to your AmeriForce Media sales rep.				

eNewsletter Sponsorships (sent weekly on Mondays)

Header Banner – 728 x 90 (same recommended formats as for Web)

Native Advertorial – 300-word article + 300 x 250 image + link

Footer Banner – 728 x 90

Submission time: 2 weeks

Holiday eMail Sponsorships (AmeriForce content)

Suggested holidays: Military Appreciation Month; Mother’s and Father’s Day; Memorial Day; 4th of July; Veteran’s Day; Thanksgiving; Christmas (others upon request)

Header Banner – 728 x 90 (same recommended formats as for Web)



Dedicated eMails (client-driven)*

These are sent on Tuesdays and Thursdays only. Content placed into AmeriForce media eMail template. Sent to database upon written client approval.

Deliverables:

- One complete graphic, to include desired text (limit 200 words), image, company logo and other contact info, including Web URL.
- 800 pixels wide or 11” wide / Resolution: 72 PPI
- Accepted file types: PNG or JPG
- Subject line (try to limit to 5 words with a call to action. (Example: Key word or phrase: (colon) a numeral followed by additional keyword or phrase)
- Preheader (optional)
- One Web URL to link graphic

**For “Military Minute” video, Military Skills Translator, and/or quarterly Sweepstakes sponsorships, please contact your AmeriForce sales rep.*

Magazine Digital Edition Billboard Ads

Advertisers with a full-page ad inside any AmeriForce Media magazine may have that ad also carried to the premium position next to the cover. No added deliverables required, but a second ad may be submitted for this position. Ask your AmeriForce sales rep for pricing and details.

Contact for more information:
Digital@AmeriForceMedia.com