

# TCEBMAG.COM > AD SPECIFICATIONS

## RUN OF SITE BANNER ADS

### Premium Sizes

Ad units	Size	File Size
Billboard	970x250	70k
Half Page	300x600	70k
Leaderboard	728x90	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

### Standard Sizes

Ad units	Size	File Size
Leaderboard	728x90	70k
Half Page	300x600	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

- Accepted media includes: GIF, JPEG, HTML5
- Ads with no background color require a one pixel border
- Third Party ads and verification accepted
- All animated advertising: 15 seconds, 3X loop maximum
- URL/website address that you would like your ad to link to

## BRANDED CONTENT SPONSORED TEXT ADS

- Image: 165x86, 262x200, 200x200 and 522x310
- Headline: 70 characters
- Teaser: 200 characters
- Link: Supply URL for link

## INTERSTITIAL

- Ad Size: 550x480, Mobile 300x250
- Link: Supply URL for link
- Accepted media includes: GIF, JPEG, HTML5
- Ads with no background color require a one pixel border
- Third Party ads and verification accepted

## NEWS SPONSORSHIP

- Banner Ads: 970x250, 300x600, 300x250, 320x50
- Logos: 125x32 and 136x38, 72dpi
- Link: Supply URL for link

## HOMEPAGE SPONSORSHIP

- Banner Ads: 970x250, 300x600, 300x250, 320x50
- Logo: 125x32, 72dpi
- Link: Supply URL for link

## DIGITAL EDITION SPONSORSHIP

- Banner Ads: 970x250 and 728x90
- Logo: 125x32 72dpi
- Link: Supply URL for link

## SUBMIT MATERIALS TO:

ads@tcbmag.com

## PRODUCTION CONTACT:

Tim Dallum  
Production Manager  
tdallum@tcbmag.com  
612-336-9245

See where our connections can take your business.



**TWIN CITIES  
BUSINESS**

# E-NEWSLETTERS > AD SPECIFICATIONS

## BRIEFCASE

<u>Ad units</u>	<u>Size</u>	<u>File Size</u>
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

\*No animation allowed.

- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads:

- Photo: 150 px. x 150 px., 72 dpi.
- Headline: 40 character maximum
- Text: 150 character maximum
- Link: Supply URL

Expanded Text Ads:

- Photo: 300x250, 72 dpi.
- Headline: 40 character maximum
- Text: 225 character maximum
- Link: Supply URL

## ADRENALINE

<u>Ad units</u>	<u>Size</u>	<u>File Size</u>
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

\*No animation allowed.

- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads:

- Photo: 150x 150, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL

## KEYNOTE

<u>Ad units</u>	<u>Size</u>	<u>File Size</u>
Leaderboard	970x250	70k
Medium Rectangle	300x250	70k

\*No animation allowed.

- Accepted media: GIF or JPEG
- Ads with no background color require a one pixel border

Text Ads:

- Photo: 150x150, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL

## MARKETVOICE

Text Ads:

- Photo: 300x250, 72 dpi.
- Logo: 120 px wide, 72 dpi.
- Headline: 50 character maximum
- Text: 50 word maximum
- Link: Supply URL

## TRENDING

<u>Ad units</u>	<u>Size</u>	<u>File Size</u>
Leaderboard*	970x250	70k
Leaderboard	728x90	70k
Half Page	300x600	70k
Mobile Rectangle	300x250	70k
Mobile Banner	320x50	70k

\*No animation allowed.

- Accepted media: GIF or JPEG. Please provide all sizes
- Ads with no background color require a one pixel border

Text Ads:

- Photo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL

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