

# Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

## HFM Website Banners

Advertisers are required to provide both ad sizes. For video ads, please provide a YouTube or Vimeo URL.

### 1x1

- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

### 8x1

- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

**Accepted formats:** Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. File weight cannot exceed 150KB, be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

**Additional requirements:** The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect our website performance. Also note if a sponsorship/takeover is purchased (all four ad spots) only two animated ads will be allowed.

## Ad Retargeting

For the best results, we recommend advertisers provide four ad sizes:

- 300x250

- 728x90
- 160x600
- 180x150

**Accepted formats:** JPG, GIF, and PNG files; no Flash. Maximum file size is 140KB for each creative.

## HFM Website Sponsored Content

Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: 1200-1500 words
- Author's name and title
- Header image: 700x468 static JPG

## Additional items

- Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

## HFM Digital Edition & Email Alert

Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

### Email alert

- Banner: 728x90; 40KB max; static JPG, GIF, or PNG
- Sponsored content: 4-word headline and 8-word body copy

### Digital edition landing page

- Banner: 300x250; 40KB max; static JPG, GIF, or PNG

### Left of cover ad

- 8"x10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

### Digital belly band

- 8" x 5"; high-resolution PDF

### Right or left skyscraper

- 160x600; static JPG, GIF, or PNG

### Navigation bar logo

- 31x150; PSD or high-resolution JPG; recommend dark lettering on transparent background

## Blow-in card

- 350x500; high-resolution JPG

## E-newsletters

### HFM Insider/HFM PDC News/

### HFM EVS News

- Top leaderboard: 728x90
- Medium rectangle: 300x250
- Sponsored content: 6-10 word headline; 20-30 word description; 190x127 image
- Ad takeover: submit (1) leaderboard, (4) medium rectangles, sponsored content, and company logo.

**Please note:** Only (2) medium rectangles are required for ad takeovers in HFM PDC News and HFM EVS News.

## ASHE Education News/ COVID-19 Resource Roundup

Advertisers are required to provide all materials below for the exclusive sponsorship:

- Top leaderboard: 728x90
- Sponsored content: 4-word headline; 8-word body copy

**Accepted formats:** Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

**Additional requirements:** URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

## Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).