

# WINEMAG.COM BANNER SPECIFICATIONS

Please email digital creative to: (Please reference placement, dates, and URL)  
Bridget Thomas, [bthomas@wineenthusiast.net](mailto:bthomas@wineenthusiast.net), 914-345-8463 x 4136



**Leaderboard**  
728 x 90



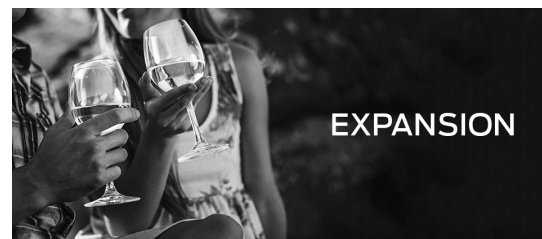
**Mobile  
Leaderboard**  
320 x 50



**Large Rectangle -  
Vertical** 300x 600



**Rectangle -  
Horizontal**  
300 x 250



**Pushdown 970x90  
expands to 970x415**



**Portrait 300x1050  
can be divided into  
multiple content  
sections`**

Banner ad prices are listed as FLAT RATE. WineMag.com refers to the Interactive Advertising Bureau for standard ad sizes and file size limits. We support most rich media vendors including, Atlas, Eyeblaster, Eyewonder, PointRoll, Unicast/Viewpoint.

## FILE SPECIFICATIONS:

**Resolution:** 72dpi  
**File size:** max. 45Kb

## File Formats:

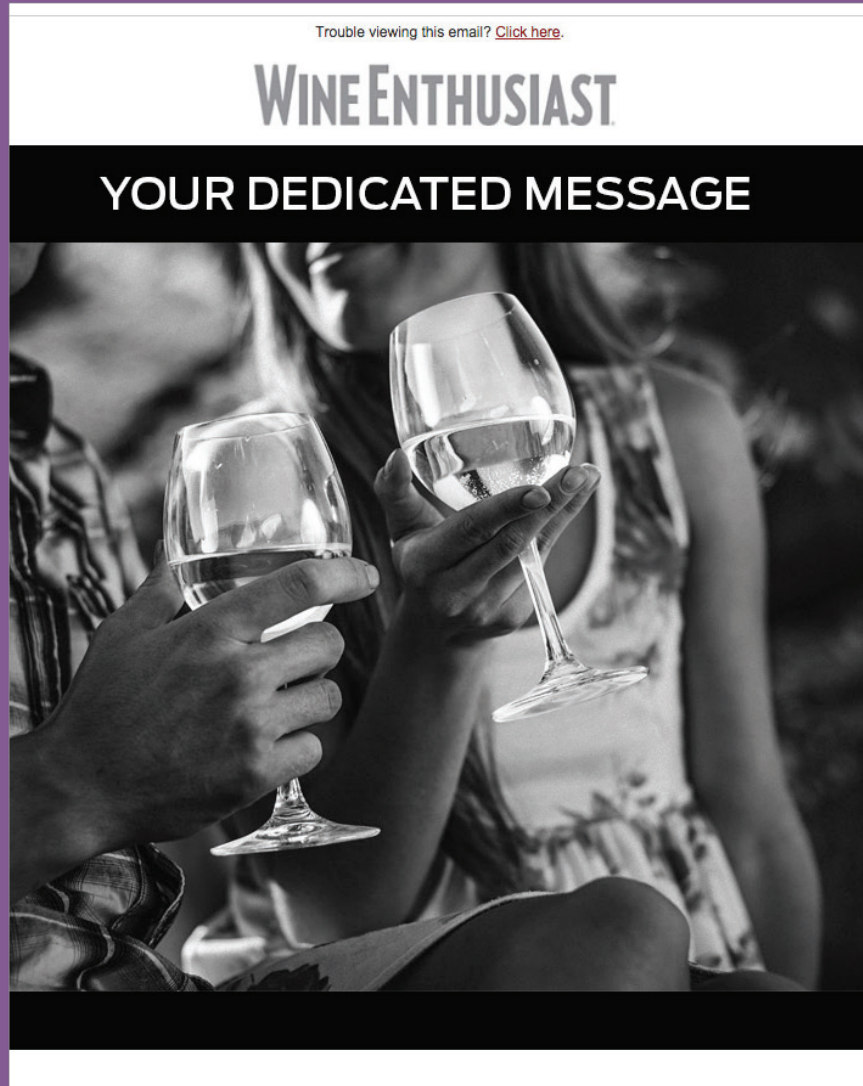
- GIF
- JPG
- HTML5
- FLASH (SWF)
- JavaScript
- Flash Video
- Animated GIF

## FOR FLASH:

**Must stop after 30 seconds**

**Use the following clickTAG code:** on (release)  
{getURL(\_root.clickTAG, "\_blank"); }  
Provide a static backup image when submitting Flash or animated graphics.

## ADDITIONAL SPECIFICATIONS



### DEDICATED EMAIL

Advertisers have the choice of providing a single image file “postcard” style for their blast or an HTML file.

- A single static JPEG that displays all message imagery and copy. The JPEG specs must be 600 pixels wide, with no restrictions to the height.
- One click through URL link that will be attached to the static JPEG
- The subject line you would like us to include in the email
- HTML width and height dimensions are the same; 600 px wide with no height restriction.

### TOP SHELF WEEKLY EMAIL

**Leaderboard** 728 x 90

### ADVANCE BUYING GUIDE EMAIL

**Leaderboard** 728 x 90

### WINE ENTHUSIAST CATALOG EMAIL

**Rectangle** 300x300

### PRE-ROLL VIDEO SPECS

- 20 seconds
- Minimum bitrate: 500kbps
- 400 x 300 minimum resolution
- Color Depth: 32 bit
- At least 15fps
- H.264/AAC, .mp4 file format