

winemag.com

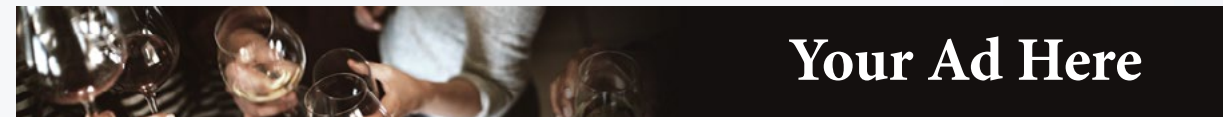
Banner Specifications



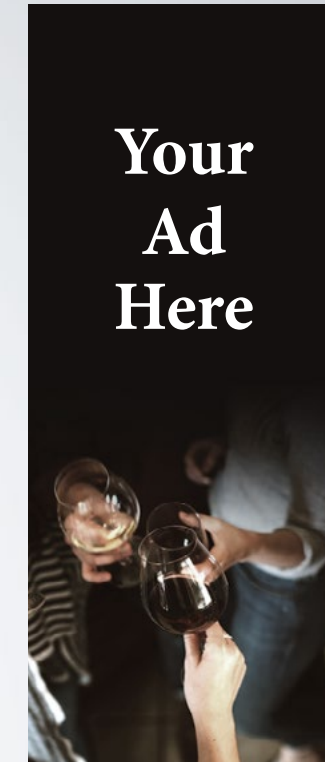
970x250 – Leaderboard



300x250 – Square



970x90 – Leaderboard



300x600 – Half Page

Rich media specifications by request.

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, Eyeblander, Eyewonder, PointRoll, Unicast/Viewpoint.

FILE SPECIFICATIONS:

Resolution: 72dpi

File size: max.
45Kb

Wine Enthusiast articles

File Formats:

- JPG
- HTML5
- JavaScript
- Animated GIF

Please email digital creative to: (Please reference placement, dates, and URL)

Caitlin Micek cmicek@wineenthusiast.net 914.345.9463 x4141

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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

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