



# DIGITAL SPECIFICATIONS

## WEBSITE BANNERS

### Banner sizes (in pixels)

- **Welcome Banner:** 300w x 250h, no rotations, .gif or .jpg files only
- **Top Banner A:** 336w x 140h, (2) rotations
- **Top Banner B:** 336w x 140h, (2) rotations
- **Middle Banners:** 336w x 60h, no rotations
- **Buttons:** 120w x 90h, no rotations

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (please ensure the file is written in ActionScript 2.0 and exported for Flash Player 9, and that the layer with the ActionScript and button be the topmost layer)

## eNEWS BANNERS

### Banner sizes (in pixels)

- Top Banner: 470w x 56h
- Side Banner: 234w x 60h

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif (animated .gif files are accepted, but will not display in Outlook 2007-2010)

## SPONSORED LINKS

Please provide the following for website and/or eNewsletter sponsored links:

- **Headline:** 10 words or less
- **Description:** 140 characters or less (including spaces)
- **Linking instructions**

## DIGITAL EDITION BLOW-IN ADS

### Banner size (in pixels):

- 320w x 240h is an acceptable size for creative

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (WATT can convert the entire ad area into a hyperlink. If the client wishes to have only specific area(s) of the ad hyperlinked, he/she must embed the link(s) and conduct tracking).

## CUSTOM EMAIL CAMPAIGNS

### Finished HTML

- The HTML must be submitted as a file with an .html extension.
- The HTML file should be sent as an attachment to avoid erroneous code that may be added when forwarding.
- Images not hosted by the client need to be provided separately in a zip file with other pieces of associated content.
- It must be written using basic HTML in-line styles. Internal CSS style sheets are not universally rendered across the wide variety of email providers.

**If completed HTML cannot be provided,** WATT is able to create a basic HTML design. Email campaign material creation at this level may incur fees in addition to the cost of the send.

The following must be supplied by the client before the basic HTML design can be started:

- **Header Banner:** 600-650w x 200-250h, .gif or .jpg format (under 130K)
- **Body of Text:** selectable format (i.e. .pdf, .doc or email) in which text can be copied and pasted into the necessary file format.
- **Additional Images (2-3):** 100-200w x 100-200h, .gif or .jpg format (under 130K)

If digital files are created on a MAC, they **MUST** be zipped and attached to an email as an attachment. If the file is not zipped, it becomes embedded within the email content, and cannot be extracted.

## SEND DIGITAL FILES TO

### Email:

CMiller@wattnet.net  
MMichelkamp@wattnet.net

### FTP:

ftp://ads.wattnet.net  
Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)