

Ad Specifications

INTERNET:

MATERIAL DEADLINE:

25th of month for subsequent month start.

Internet Display Ads are available in 3 sizes:
Square Button (120 x 120 pixels),
Vertical Banner (120 x 240 pixels),
Wide Skyscraper (160 x 600 pixels).

- IAB recommends a maximum file size of 40K, but we allow up to 100K.
- Per IAB standards, we allow a maximum animation duration of 15 seconds and a maximum frame rate of 18 fps.
- Ad content must remain within its specified boundary (no expansion or retraction).
- Videos will be accessed via our Play Video link.
- Embedded links in Flash Ads must be coordinated with our Production Department to incorporate our tracking script.

NEWSLETTERS:

MATERIAL DEADLINE:

Monday for current week newsletter.

Newsletter Display Ads are available in the same sizes as Internet Display Ads. Same specs apply.

MAPS (3.75" x 3.75" only):

3.75" x 3.75". Ads may be sent as TIFF, EPS, or high-resolution PDF files (CMYK, 266 dpi). Ads may also be sent as a Quark Xpress file. Include any support files, such as logos & images (CMYK, 266 dpi), all screen & printer fonts. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether all versions are used in the ad. Please include a digital color proof of the ad.

SENDING ADS:

Email: Ads may be emailed to: production@tripinfo.com. Larger files may need to be compressed.

Questions

Other file formats or any other questions? Call 770 825-0220 ext. 224, fax 770 825-0880, or email production@tripinfo.com.

Square
Button

120 x 120

4 per page

Vertical
Banner

120 x 240

2 per page

Wide Skyscraper

160 x 600

Exclusive Ad
Position