group C media™
building inspiration.

EMAIL
ADVERTISING SPECS

SUBMIT EMAIL ADVERTISING

Creative units must be submitted a minimum of 5 business days prior to the launch. Failure to supply creative materials by the established deadline may result in the delay or rescheduling of the ad campaign.

SUBMIT CREATIVE UNITS VIA EMAIL:
MSham@groupc.com

Send creative files attached to, not embedded in, your email.

Creative submissions should include the following:
• Advertiser name
• Email product name
• Detailed placement instructions
• Creative files
• Alternate text (30 character limit, if applicable)
• Linking URLs - linking URLs must be domain name based and cannot be the IP address (i.e., http:// 67.228.166.146)

Creative submissions for dedicated third party email should ALSO include the following:
• Subject line (maximum of 80 characters)
• Preheader text (max of 50 characters)
• Creative files (HTML, PDF/JPG, Plain-Text)
• List of contact names and email addresses for inquiries, approval and final deployment

CREATIVE GUIDELINES

• Creative must match ad size and conform to specifications outlined herein.

• Permitted creative formats are HTML, JPG and GIF files.

• HTML files must include client-supported hosting for images and a proof for creative concept.

• A maximum animation length of 15 seconds; 3 times looping maximum; and a maximum of 24 fps for all animated GIF files. **NOTE:** Static images are preferred, as animated images do not work in some email clients. If providing an animated image, ensure the first frame is fully functional as a static ad, as some email clients will only display this frame.

• Creative with a white background (#ffffff) must have a minimum 1-pixel border to differentiate ad from editorial content.

• The digital operations department is not responsible for any changes to ad creative; all changes must be made by the client and resubmitted for placement.

• Creative must have branding and cannot use the 'publication/ site' name or logo without preapproval.

• Do not include fake HTML or simulated form interactivity, or obscene/objectionable images.

LawnSite   PLOWSITE®

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Ad Type	Image Dimensions	Max File Size	File Types
eNewsletter Leaderboard	728x90 px	50KB	JPG, GIF
eNewsletter Medium Rectangle	300x250 px	50KB	JPG, GIF
TV (Video) Email	400 px Wide Min	40KB	JPG
Featured Products Email	125x90 px	40KB	JPG
Native Email	650x300 px	200KB	JPG
Dedicated Third Party Email	650 px Wide Max	See specifications	JPG, HTML

* AD TYPES LISTED MAY NOT BE COMPATIBLE WITH ALL BRANDS

TV (VIDEO) EMAIL

Coded stand alone or embedded video players cannot be used. Your video must be uploaded to a website or hosted by a free video sharing service (YouTube, Vimeo, etc.). Please provide the following:
· Image: We will take a still frame image from the video, or if preferred, send a screen shot or still frame of video at 400 pixels wide or larger, we will crop to our email size.
· Destination URL of Video
· Homepage URL of company

FEATURED PRODUCTS EMAIL

Please provide the following:
· Headline will be Advertiser's Name
· Overview Copy: 25 words min — 50 words max
· Destination URL
· Image: 125x90 px image

NATIVE EMAIL

To kickoff the content development process, please provide:
· Up to 300 words on native email subject
· Image: 650x300 pixels
· Company logo
· Destination URL

DEDICATED THIRD PARTY EMAIL – PDF/JPG

· PDF file size is flexible (will be resized) — limit to one page. If sending a JPG, make sure the file size is under 200KB.

· Creative is not to exceed 650 pixels wide.

· The entire image may link to the same URL; multiple links may be embedded upon request.

DEDICATED THIRD PARTY EMAIL – HTML

· Table width must be no wider than 650 pixels, there are no height restrictions. HTML file maximum size is 20KB.

· Avoid using a dark background and light-colored text because some email clients do not support background formatting.

· Body background colors are not supported.

· Images MUST be hosted on the client site/server and the locations must be included in the HTML file. There should be no embedded background images in the HTML file.

· In-line styles are preferred. Include http:// in all URLs.
· Code support varies for different email software. Clients are responsible for coding and testing all HTML creatives to ensure proper appearance prior to submission.
NOTE: Group C Media is not responsible for improper display of an HTML email.

REPORTING & DISCLAIMERS

· The digital operations department will provide reporting on opens and clicks.

· Click-through tracking may not be available on ads that use embedded or compiled URL information within creative elements.

· The digital operations department reserves the right to preserve the user experience of its email products and to remove any advertisement which is deemed annoying and/or harmful to our users at any time.