



ONLINE MECHANICAL SPECS  
effective with campaigns starting 1/1/19

### Web site (ROS – Run-of-Site)

#### Standard Banner Ads – provide ordered desktop sized unit and mobile units

- Ad Sizes:
  - 970x250 for desktop, 468x60 and 320x50 for mobile
  - 728x90 for desktop, 468x60 and 320x50 for mobile
  - 300x600 for desktop, 468x60 and 320x50 for mobile
  - 300x250 for desktop and mobile
- Accepted File Types: JPG, GIF, PNG
- Max File Size: 200 KB
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided

#### Interstitial – provide desktop and mobile unit

- Ad sizes: for desktop 640x480 and for mobile 320x480
- Accepted File Types: JPG, GIF, PNG
- File Size:
  - Max initial file load size - 200KB
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided

Online Materials, WITH THE EXCEPTION OF NATIVE CONTENT, is due:

- **10 business days prior to posting**

NATIVE CONTENT MATERIAL IS DUE: 14 BUSINESS DAYS PRIOR TO POSTING

- Send material to: [OnlineProduction@ShelbyPublishing.com](mailto:OnlineProduction@ShelbyPublishing.com)



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**Category Takeover – provide desktop and mobile units**

- Ad Sizes:
  - 970x250 for desktop, 468x60 and 320x50 for mobile
  - 728x90 for desktop, 468x60 and 320x50 for mobile
  - 300x600 for desktop, 468x60 and 320x50 for mobile
  - 300x250 for desktop and mobile
- Accepted File Types: JPG, GIF, PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

**Category eNewsletter (comes with Category Takeover)**

- Ad Sizes: Two 728x90's
- Accepted File Types: JPG and GIF
- Max File Size: 40 KB per image
- Click through URLs for all ads
- **Animated GIFs are NOT accepted**

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## Native Content

**The Shelby Report** maintains editorial integrity and requests that you submit high-quality objective and NON-COMMERCIAL content that would be considered valuable to our audience. For example, an article about industry solutions or trends would be more appropriate than an article about your products and services. We have the right to review, edit or refuse native content as determined by the editor or publisher.

### Supply the following graphics/artwork:

- One feature article image – JPG, GIF or PNG (900x550 pixels)
- Company logo (high res image at least 600 pixels wide, with transparent background)

### Supply the following article content. Word document including:

- 500 – 2000 words of text
- Suggested headline
- Clickthrough urls to up to two keywords/phrases within the article content that will clickthrough to your website/landing pages

### Supply the following website ads - provide desktop and mobile units:

- Ad Sizes:
  - 970x250 for desktop, 468x60 and 320x50 for mobile
  - 728x90 for desktop, 468x60 and 320x50 for mobile
  - 300x600 for desktop, 468x60 and 320x50 for mobile
  - 300x250 for desktop and mobile
- Accepted File Types: JPG, GIF, PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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## Native Content, cont'd.

Subject matter contained in a Native Content program should be useful and/or informative to the intended audience. Regular advertising brings a direct marketing and sales message to the readers of a publication, newsletter or website. By contrast, sponsored content shares a similar goal as editorial content. It helps readers do their jobs more effectively. The advertiser provides and presents the content. To ensure your message has better reach and engagement, a few tips to keep in mind when crafting the narrative are as follows.

### Do:

- **Select a topic interesting to readers.** Nothing increases engagement like content that audiences want to read, such as case studies that readers can learn from or discussions of trends and issues. An insightful, industry-related piece helps ensure the program performs as it should. Some effective article styles include: • “How To” Pieces • Project Implementation Examples • Research Analysis
- **Provide content that helps a reader.** Instead of promoting your specific product or service, provide content that helps readers solve a problem, identify steps to improve a process, or increase their knowledge base on a related topic.

### Don't:

- **Be overly commercial or promotional.** Native Content is a successful advertising platform because of its ability to engage audiences. Overtly commercial or promotional narratives can negatively affect performance. Instead of talking about the products and services you sell, tell the stories of how those products impact the ability of the reader to do their jobs better.
- **Create too long a narrative.** Attention spans are markedly decreasing. Word counts greater than 1,200 run the risk of readers not finishing the article or taking action.
- **Use unrelated imagery.** People are visual. Utilizing images that are relevant to the narrative moves the story along and helps to emphasize your point.

If you have questions at any point in the process, please contact us. We want your program to succeed as much as you do. A great rule of thumb: Write an article that you, as a reader, would want to read.

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### The Shelby Report Newsletter – National Editions

- Ad Sizes: 728x180, 728x90, 180x150 with 40-character headline and 250-character copy
- Accepted File Types: JPG and GIF
- Max File Size: 40 KB per image
- Click through URL must be provided
- **Animated GIFs NOT accepted**

### The Shelby Report eNewsletter – Sole Sponsored Regional Editions

#### Supply the following eNewsletter ads:

- Ad Sizes: One 728x90 Header and one 728x90 or one 180x150 with 40-character headline and 250-character copy
- Accepted File Types: JPG and GIF
- Max File Size: 40 KB per image
- Click through URL must be provided
- **Animated GIFs are NOT accepted**

#### Supply the following website ads - provide desktop and mobile units:

- Ad Sizes:
  - 970x250 for desktop, 468x60 and 320x50 for mobile
  - 728x90 for desktop, 468x60 and 320x50 for mobile
  - 300x600 for desktop, 468x60 and 320x50 for mobile
  - 300x250 for desktop and mobile
- Accepted File Types: JPG, GIF, PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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### The Shelby Report Custom eNewsletter

- eNewsletter Title/Subject Line – 50 characters max
- One 728x90 Header and two 728x90's **or** 180x150's with 40-character headline and 250-character copy
- Banner Ad Accepted File Types: JPG and GIF
- Max File Size: 40 KB per image
- Click through URLs
- Animated GIFs are NOT accepted
- Three story headlines – 15 words max per story, Word or text format
- Top Story image – landscape oriented; no animation; JPG, GIF or PNG
- Three story teaser lines – 35 words max per story, Word or text format (image, headlines and teaser lines will be reviewed and approved by Shelby's editorial staff)
- Click through URLs to story landing pages
- Screenshot or PDF/JPG of Custom eNewsletter layout for proofing purposes
- Test list – eMail addresses of those who are to receive the TEST eNewsletter for approval

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## Dedicated eMail Blast Mechanical Specs

### Design Requirements

- Maximum width: 600 pixels
- Recommended length: 600 to 800 pixels
- Maximum collective images size: 300 kb
- Use in-line CSS styles
- No image maps; slice the image, put into tables
- Must be optimized for Outlook 2003, 2007

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### Delivery Checklist

*Deliver these items **ten (10) business days before send date**. Please submit **FINAL** artwork/material. Advertisers are responsible for the proper format and optimization of the materials they submit. **Test Your Blast. Be sure to check and test your blast before you submit. All submissions should be final artwork.***

- .HTML file
- Subject line (50 characters max)
- Zipped folder containing all images (required). We upload the images from your email to our server.
- Screenshot or PDF/JPG of eBlast for proofing purposes
- Test list – eMail addresses of those who are to receive the TEST blast for approval

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## Layout and Design

- **Maximum Dimensions.** Recommended maximum dimensions: 600 x 600–800 pixels. Maximum width is 600px, but can be greater in length. This ensures the email looks overall acceptable across multiple email platforms.
- **Responsive/Mobile-Optimized Designs.** We do accept mobile optimized/responsive blasts. With the increase of the mobile audience, we recommend designing your blast with that in mind. **Be sure to test your HTML email before submitting the final artwork.**
- **Easily Clickable.** Increase your click-through rate and customer satisfaction with “call to action” buttons and links that are large and easy for the user to find.
- **Keep it Simple.** Simpler designs, such as a single column, work well across more platforms. The more complicated the design, the more you need to test and debug.



## Coding

- **Use In-line CSS styles.** Always use in-line CSS styles rather than classes.
- **Use Basic HTML Tables.** In order to have your email blast work across the many different email browsers and clients, use basic HTML tables. Most of the complicated code that works on websites does NOT work in an HTML blast. For example, divs and shortcodes do NOT work at all in certain email browsers.
- **Don’t Use Coding Shortcuts.** For example, when styling CSS, set each property rather than grouped together in one shortcut code (i.e. use “border-width:5px; border-style:solid; border-color:#000000;” rather than “border: 5px solid red;”). For both HTML and CSS, use all 6 hexadecimal numbers instead of just three for a shortcut (#ffffff and #000000 would be correct, rather than #fff and #000).
- **Avoid Colspans.** When building your blast with tables, avoid using colspans (column spans that show up as colspan=”) as it usually renders differently for each email client and could “break” your blast.

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## Images and Backgrounds

- **Maximum Collective File Size.** Recommended collective size of all image files: **40kb**. Keeping the image size low keeps our emails loading quickly. Maximum collective size of all image files: **300kb (required)**. Note: Email will be returned for rework if collective image file size is over 300kb.
- **Avoid Background Images.** Background images are not fully supported across email clients and will not display for all users.
- **Avoid Image Maps.** Image maps rely on technology that is not supported in many email browsers. This means that some subscribers may not even be able to click on your email at all. Instead of using an image map, slice up the image and place it in a table (an easy option in most design software). This will also increase the deliverability and response of your email.
- **Animated Gifs.** Be aware that animated gifs are not fully supported across email platforms, and most will display only the first frame of the animation.
- **Be Careful With Spliced Images.** If you have a larger image that is spliced and placed into your HTML using table cells or img tags right next to each other you will need to test thoroughly. Some email clients may add extra space between your images. Using “display:block” in your style code can usually remedy this.

*Advertisers are responsible for the proper format and optimization of the materials they submit.*

**Test Your Blast. Be sure to check and test your blast before you submit. All submissions should be final artwork.**

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