

Print

Element	Specifications
Trayliners	10"W x 14"H 50# uncoated 4 color No bleed with .25" border
Outdoor Banner	10ftx3ft 4 color
Pump Topper	20"Wx12"H double side print
Floor Decal	36" Round/ Square
Column Communicator	17"Wx35"H
Weekly Tabloid Ads	
Full page	8.5"W x 10.175"H
Half page	8.5"W x 5.0875"H
Quarter page	4.1667"W x 5.0875"H
Footer ad	8.5"W x 1.5"H
Coupon Book Full page Ad	8"Wx 5"H
Coupon Book-Coupon	2.5"X2.5"
PowerZone Flyer Standard	4.25"Wx4.75H"

Format:

Accepted software formats include: InDesign, Illustrator and Photoshop files. We prefer editable vector art files in TIFF, EPS, CT, PSD, AI formats. Resolution no lower than 300dpi.

Social Media

Element	Specifications
Facebook Post	5000 Characters
Facebook Banner	Under 500 x 382 pix
Mobile Text Message	149 Characters

Format:

Accepted formats are MSWord for Text. Facebook Banner ad should be submitted as a Jpeg Image with resolution higher than 72 dpi.

Digital

Element	Format
EXTV	HD 720 in either a digital file (compressed mov or a mov with a Sorenson codec) or on DVC Pro HD and may not exceed one minute. SD ads must be broadcast quality, provided on Beta SP, DVCam, or DVC Pro.
EXRN	Audio files can be submitted in MP3 or WAV format and may not exceed one minute
Theater Slide	PSD, AI, Tiff, PNG, or JPEG. Image size should be 3840 x 2160 at 400DPI/16 bit or better/RGB Spectrum.
Theater Ads	HD 720 in either a digital file (compressed mov or a mov with a Sorenson codec) or on DVC Pro HD and may not exceed one minute. SD ads must be broadcast quality, provided on Beta SP, DVCam, or DVCPPro.

Internet

Element	Format
OPBEFIT.com	Static banner ads. PNG, GIF, or JPEG. Color in RGB. 72 dpi. Right Column Banner = 230 x 480 pixels Banner = 350 x 150 pixels

Note:

Banner ads will not link to outside site. Banner may link to item page if offered on shopmyexchange.com