

# Digital Specs

## Website Specs

All dimensions shown below are W & H in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

### Branded Background Skins

Appears on the left and right side of the website page.

- Please supply left and right side artwork in jpg format
- Please note, background skins are not guaranteed to show on mobile devices and tablets
- DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

### Leaderboard Banner

728 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

### Welcome banner

600 x 400

(Banner appears when page opens)

- Size may not exceed 45k
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files are not accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags

### Large Leaderboard

970 x 90

(a 320 x 50 banner is also required so your ad appears on mobile devices)

### Standard Banner

300 x 250

### Skyscraper

300 x 600

### 300 x 250, 728 x 90, 300 x 600, 970 x 90 Static Banners

- Size may not exceed 35k (300 x 600 can be 45k)
- jpg, gif and png files are accepted - 3x max rotation of gifs (SWF files will not be accepted)
- Google DFP, 3rd party ad servers and javascript files are also accepted
- Publication will not host any images for javascript or 3rd party tags



### TIP!

Be sure your ads are mobile friendly

For 728 and 970 wide ads a 320 x 50 banner is also required so that your ad appears on mobile devices.

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### Digital Edition Landing Page

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4" wide x 11-1/8" high
- Spread: 16-1/2" wide x 11-1/8" high
- Acceptable files include: pdf, eps and tiff. 300 dpi.

### Digital Edition Sponsor

Sponsor Ad Size/Specs:

- 160 x 600 pixels and can be submitted as jpg, gif, swf. Supply URL link.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

## E-Newsletter Specs

### Weekly Utility Contractor E-Newsletter

Banner ad size

580 x 80 (72 dpi)

### Advertorial

- Headline
- 25 words and image/logo
- Include URL link

### Monthly Vertical E-Newsletters

Banner Ad Size

600 x 300 (72 dpi)

- Acceptable file formats are jpg and gif
- Maximum file size is 25k
- Provide URL address for link
- Max looping 3x for gif files