

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

1260 x 760 (optimized for 1280 wide browsers)
1440 x 800 (optimized for 1400 wide browsers)

- Please supply left and right side artwork in .jpg format (a 320 x 50 banner is also required so your ad appears on mobile devices)
- 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)

■ PushDown Banner

970 x 90
(Banner expands to 970 x 250)

■ 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

■ Interstitial Ad

600 x 400

■ Inline Banner

300 x 250

■ 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



Digital Specs

■ Digital Edition

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 .tif. 300 dpi.

eNewsletter Specs

■ Weekly Utility Contractor eNewsletter

Banner Ad size: 580 x 80 (72 dpi)

Advertorial

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

■ Monthly Equipment eNewsletters

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

Advertising

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