

MAINEBIZ.BIZ

DAILY REPORT

WEEKLY REPORT

REAL ESTATE INSIDER

Technical specifications:

Sizes and formats:

SIZES: A 320x100 pixel banner must be sent with all ad sizes for use in the smartphone versions of the Daily Report and Weekly Report.

leaderboard: 728x90 pixels

medium rectangle: 300x250 pixels

half page: 300x600 pixels

FILE SIZE: 40kb for all ad sizes

FORMAT: JPG, GIF, or PNG

RICH MEDIA: Web ads may include GIF or HTML5 animation but may not include audio on load. News ads support only GIF animation. Be aware, animation won't display in some email browsers including Outlook 2007–2013. Please ensure all important information is included in the first frame.

Third-party ad servers:

Third-party ad servers including Atlas, DoubleClick and many others are supported. Please provide the codes to us five business days before the start date to ensure proper implementation.

Deadlines:

Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

Sending us your files:

Send your files to adprod@mainebiz.biz and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Matt Selva at mselva@mainebiz.biz or 207.761.8379 x330 if you have any questions about how to set up your file.

Mobile version for Daily and Weekly

The Daily Report and Weekly Report use responsive design, making it easier to read, and giving more visibility to advertisers on smartphones. All ad zones displayed in the desktop version of the Daily and Weekly will be replaced with a 320x100 pixel banner on smartphones.