

ONLINE & ENEWSLETTER SPECIFICATIONS

Digital Lead Times

All assets should be provided within spec and received by the Ad Ops team no later than five (5) business days prior to launch to ensure a smooth launch process. If assets are not within spec, additional time may be required and may affect launch date.

Programs and Ad Packages

Group C Media, Inc. offers a range of standard ad units, including units that comprise the IAB Universal Ad Package (UAP). These ad packages give our advertisers the ability to seamlessly reach the majority of our audience on whatever device they are using.

Creative Needed - Standard ads are comprised of industry standard files (GIF, JPG, PNG or HTML5).

- Must include a landing page link
- No VBScript will be allowed
- Max Frame Rate: 30 FPS
- Audio Initiation: Must be user initiated, default state is muted.
- Some ad units must be served in-house or by an accepted third party vendor.
- Leaderboards: All basic 728x90 leaderboards should also submit a 320x100 ad for our mobile & AMP audience. Other options for tablet landscape and larger desktops include the 970x90 leaderboard and the 970x250 Billboard (contact your account executive for additional pricing information).
- Adhesion Banner: In addition to a 728x90, please submit a 320x50 for our mobile audience. Creative should be static .jpg, .png, or animated .gif and accompanied with a click-through URL.
- Mid-Page Banner: 468x100 or 468x60 and accompanied by a 320x100 for our mobile audience.
- Generally, a max initial file load size of 200kb is requested, unless otherwise specified online. High Impact ads, such as Rich Media and Rising Stars ad units, have larger file size requirements.

When Serving HTML5 Creatives:

- HTML5 creatives must be SSL compliant to serve to HTTPS sites. For example, instead of using <http://mysite.com>, use [//mysite.com](https://mysite.com)
- Make sure your creative uses the click tag variable (clickTag) as the click destination.
- See businessfacilities.com/HTML5 for HTML5 requirements and samples.

Sponsored Content Specifications

- 500 words of copy (min).
- If applicable, provide actual URLs in copy (not text links)
- At least two high-resolution images
- 300x90 logo with click-thru url
- 600x315 photo

eMail Blasts Custom eMail Material Requirements

- HTML file (attachment): This file should be created in pure HTML code, with no external .CSS Style Sheets used. Please do not use programs such as Microsoft Word, Microsoft Publisher, or Adobe GoLive. There are several pure HTML editing software programs such as Microsoft FrontPage, DreamWeaver and Ektron eWebEditPro. Creative made with any of these programs will help ensure that your e-mail will render properly for more recipients.
- Creative consisting of a single image file (.jpg or .gif) is not recommended and will increase the chance that your email will be filtered as spam or have an extensive download time.
- Image/Graphic files: Please send a .gif or .jpg only.
- Text-only file (for people that can't accept html e-mails): Please provide us with a plain text file with no graphics or text attributes included. The text-only version of your email will only go to those whose servers block HTML.
- Subject Line
- From Line: Can either be your company name or Facility Executive.
- Test Names: People that need to review the test e-mail blast before it deploys. The review should include checking all links and reviewing across all devices. Once everyone on your test list has reviewed, please send an email to oferdon@groupc.com with changes or approval.
- Seed Names: People that you want to receive the actual e-mail blast.
- Opt-Out Lists: If you have a list of email addresses that have previously opted-out of your mailings, please provide us with those names and we will suppress them from your mailing.

Facility Executive News eNewsletter Sponsorship Specifications

- 300x250 or 728x90 pixel logo in .gif, or .jpg format
(Static images only. Flash/.swf files are not acceptable)
- File size should not exceed 200KB
- A linking URL

eProduct Newsletter Specifications

- 200x200 pixel logo or product image
(images should fit into a square)
- 5-7 word headline and a 25-50 word product description
- A linking URL

Please send all online-related ad material to: ops@groupc.com

Please send all eMail and eNewsletter-related material to:

Olivia Ferdon - (732) 559-1262 or oferdon@groupc.com