

RTNDA NewSolutions

Online Advertising Opportunities with RTNDA SPECS SHEET

For Regional and Weekly E-Newsletters:

Ads must be .gif or .jpeg files if they are still ads. Animated ads must be animated gif files. Flash (.fla) or Shockwave Flash (.swf) files will not work. We also cannot embed java script files into an E-newsletter. Most email applications do not handle swf, fla or java. We don't have the capabilities to convert Flash to animated gif, so it must be submitted as an animated gif. Email does not support any other forms of animated ads.

Dimensions for E-Newsletter ads

Vertical ads:

125 pixels wide by 500 pixels tall

125 pixels wide by 650 pixels tall

150 pixels wide by 500 pixels tall

150 pixels wide by 650 pixels tall

200 pixels wide by 500 pixels tall

200 pixels wide by 650 pixels tall

Horizontal ads:

600 pixels wide by 200 pixels tall

600 pixels wide by 150 pixels tall

550 pixels wide by 225 pixels tall

550 pixels wide by 150 pixels tall

500 pixels wide by 250 pixels tall

500 pixels wide by 200 pixels tall

Box ads:

250 pixels by 250 pixels

200 pixels by 200 pixels

150 pixels by 150 pixels

Questions about pricing and purchasing an ad?

Contact RTNDA Media Representative Tom Corcoran at thomascorcoransr@yahoo.com
or call 440-543-1548

For RTNDA.org Online ads:

Ads must be .gif or .jpeg files if they are still ads. Animated ads may be sent as Flash or Shockwave Flash files (.fla or .swf) or as an animated gif file. Animated gifs are preferred. If you are sending an swf file, the desired link must be embedded in the design and code on the client's end.

Dimensions for Online ads

Vertical ads:

A vertical ad will appear in the center column of the page of your choice either flush left or flush right:

150 pixels wide by 500 pixels tall

150 pixels wide by 650 pixels tall

125 pixels wide by 500 pixels tall

125 pixels wide by 650 pixels tall

Horizontal ads:

A horizontal ad will appear at the bottom of the page of your choice in the center column:

460 pixels wide by 200 pixels tall

460 pixels wide by 150 pixels tall

460 pixels wide by 125 pixels tall

400 pixels wide by 260 pixels tall

400 pixels wide by 200 pixels tall

400 pixels wide by 150 pixels tall

Box ads:

320 pixels wide by 290 pixels tall