

## Display Media

- Creative is due (5) business days prior to launch or risks delay in launch
- Static banners are strongly recommended as a best practice
- All 3rd party tags (creative serving and tracking-only) and accompanying technologies being served by the tags must be declared, SSL Compliant (HTTPS) and approved by *Financial Advisor* magazine
- Blocking tags are not accepted
- Ads with white background require a 1-pixel border of any other color – preferably a dark one
- Assets must be hosted and served via approved third party platform (ex: DCM, Flashtalking, or Sizmek)
- Maximum creative weights are inclusive of all scripts and third parties brought in with the creative
- Audio is not recommended but permitted audio on click
- Maximum of 4 individual creatives in rotation at one time, unless otherwise specified for a particular placement
- *Financial Advisor* magazine must be made aware of any blocked keywords prior to campaign launch
- All placements transacting on viewability must meet the digital specifications required and be agreed upon prior to launch
- *Financial Advisor* reserves the right to refuse or pause any placement if creative does not conform to its digital ad specifications
- Max Length is 15 seconds & maximum loops are 3 for all ads

### Leaderboard 728x90

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

### Billboard 970x250

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

### Skyscraper 160x600

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

### Right Rail 300x600

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

### Left Hand Half page 300x600

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

### Interstitial 640x480

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 400KB;
- Max File Size (Static, GIF, PNG, JPEG) 350KB

### Large Interstitial 970x420

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 300KB;
- HTML5 Max File Size (Subload) 600KB;
- Max File Size (Static, GIF, PNG, JPEG) 350KB

### Mobile Interstitial/Rectangle 300x250

- 3rd party tag
- Rich Media, GIF/Animated
- GIF, PNG or JPEG with URL
- HTML5 Max File Size (Initial Load) 200KB;
- HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, PNG JPEG) 200KB

## E-mail Marketing

Financial Advisor magazine's General Policy includes:

- All assets are due (5) business days prior to launch or risk delayed launch or moved date
- All content subject to approval by Financial Advisor
- Impression or click-tracking pixel are not accepted
- All 3rd party tracking and UTM's are subject to the discretion of Financial Advisor
- Financial Advisor reserves the right to limit suppression and seed lists
- Reporting is available (1) week post-launch
- HTML utilized more than once will require a new subject line with the previous opens scrubbed out

## Dedicated eBlasts

[HTML File](#) | Rendering of email to be distributed

- HTML must be ready to send and not exceed 600 pixels across the content area
- File size should not exceed 60k 150k characters
- Images are to be hosted by client only
- FA will not convert MS Word files or alter HTML code
- All 3rd party tracking must be implemented by client prior to sending to FA Mapping in HTML code not recommended Consider Microsoft Outlook 2017 through present when building HTML
- When providing an HTML file, do not include a link to your own subscription/preferences/unsubscribe page

[Styling](#) | For elements that are not under the global or inline styling

- Inline styling is best to ensure rendering compatibility across various email clients.
- Link styling works best when applied directly to the opening <a> tag. Example: <a style="color: #999999" href="http:// " >

[Subject Line](#) | Headline for send

- Suggested length is 12 words or less
- Avoid special characters or symbols (ex: \$, !, “)
- Capitalize the first letter of each word

[Test List](#) | E-mail address(es) for approval

- Max 5 e-mail address

Optional: [Suppression List](#) | List of email address that cannot receive the e-mail

- .csv, .xls or .txt only
- Domain suppression lists are limited to <100

Optional: [Text File](#) | For display on text-only devices or email clients

- Text version of HTML
- By default, our email marketing platform automatically produces an alternate text version

## **E-Newsletter**

[Half Page Banner 300x600](#) | Static banner image

- 300x600 banner
- 100K static; no animation
- Static PNG, JPEG or GIF with URL
- No iFrames, JavaScript or DoubleClick “jump” tags

[Native Text Insert](#) | Title and Subtext

- Text URL
- Title – 10 words or less
- Subtext - 20 words or less