



Email Newsletter Advertising Specifications for

Acoustic Guitar Notes, GuitarPro News, Acoustic Guitar Lessons and Acoustic Guitar Trade

Following are technical advertising specifications for our group of regular e-mail newsletter.
Please direct any sales or technical questions to your Ad Manager.

“WIDE SKYSCRAPER” BANNER

Opportunity includes a Wide Skyscraper unit in the primary advertising banner position, in the right-hand column with “above-the-fold” positioning.

Banner Dimensions: Vertical ad unit, 160 x 600 pixels.

Format: .gif or .jpg. 15-20k maximum file size

“FULL BANNER” UNIT

Opportunity includes a Full Banner horizontal unit positioned above and below editorial feature in the main content column.

Banner Dimensions: Horizontal ad unit, 468 x 60 pixels.

Format: .gif or .jpg. 15-20k maximum file size

ROADBLOCK EXCLUSIVE SPONSORSHIP

Opportunity includes all banner positions (one skyscraper and two full banners). Banner sizes detailed above apply.

ESSENTIAL GEAR SPONSORSHIP

Opportunity includes one image and text in a box 120 X 240 pixels. Text includes a two-line headline (up to 20 characters per line), a 15-word main message (not to exceed 300 characters) and four lines (up to 20 characters per line) of contact information.

Sponsorship Dimensions: Final unit size is 120 x 240 pixels. See text sizes above.

Image Format: .gif or .jpg. 15-20k max file size

DELIVERY METHODS: Email .gif or .jpg files as an email attachment to your Ad Manager: Be sure to include your banner click-through link in the body of the email.

DUE DATES: Creative must be received five (5) business days prior to flight/broadcasting date.

For sales- or production-related questions, contact your Ad Manager.

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