

Advertising Specs

EMAIL ADVERTISING TIPS: 1. Include branding and important information on the first frame when using animated .gifs, they will not animate in versions of Outlook 2007 and later (~15% of readership). 2. Flash files will not render in email. 3. SmartBrief can use 3rd party click tags but cannot allow 3rd party ad serving. 4. All materials are due 3 business days in advance of the run date.

A

Leaderboard: 728 x 90

SmartBrief Publications

The News Source for Your Industry

Section Name

Sponsored by:

AD LOGO:
120 x 60

Story Headline

Recruiting has become more high tech, but finding the best candidates still requires careful attention to detail while reviewing résumés. Start by reading the objective statement and examine the most recent position that applicants have held, advises Jennifer McClure of Unbridled Talent. Be wary of résumés that include large, unexplained gaps in employment. [Intuit Small Business Blog](#) (7/5)

Share: [D](#) [F](#) [C](#) [E](#) [RELATED STORIES](#)

Ad Image:
180 x 150

Headline

feugiat quis vitae enim. Phasellus quis nisl id arcu scelerisque ullamcorper non sit amet est. Curabitur ultricies aliquet faucibus. Fusce sed lorem puribus enim turpis. Etiam tincidunt bibendum congue. Aenean pro cit laoreet lacus eget ante molestie feugiat quis vitae enim. Phasellus quis nisl id arcu scelerisque ullamcorper non dolar sit amet est.

Section Name

Sponsored by:

AD LOGO:
120 x 60

Story Headline

Companies can expand sales by improving relations with current customers and making sure customer-acquisition efforts aren't wasted by poor service later, experts say. The keys are responding quickly to customers and making sure the staff with the most client contact are well-trained. [Harvard Business Review online/HBR Blog Network](#) (7/5)

Share: [D](#) [F](#) [C](#) [E](#) [RELATED STORIES](#)

Headline

feugiat quis vitae enim. Phasellus quis nisl id arcu scelerisque ullamcorper non sit amet est. Curabitur ultricies aliquet faucibus. Fusce sed enim turpis. Etiam tincidunt bibendum congue. Aenean laoreet lacus eget ante molestie feugiat quis vitae enim. Phasellus quis nisl id arcu scelerisque ullamcorper non.

ADVERTISEMENT

C**D**

Section Name

Sponsored by:

AD LOGO:
120 x 60

Story Headline

Including social sharing buttons at the end of your next e-mail won't necessarily be enough to get your customers to talk about your brand on social sites, Ryan Phelan writes. In addition to providing promotional offers, it's also important to "provide consumers with content that engages them and offers them more information about their brands." You should also remember there are many more social platforms than just Facebook and Twitter, he explains. [Media Connection](#) (7/5)

Share: [D](#) [F](#) [C](#) [E](#) [RELATED STORIES](#)

Banner: 468 x 60

Section Name

Story Headline

Edmund Hillary's historic ascent of Everest holds important lessons for modern innovators, writes Gijs van Wulfen. Hillary's climb reminds us that doing something that's never been done before takes courage, teamwork, passion and an enormous amount of luck. "May his lessons inspire you to follow your passion and realise your innovation dreams," Van Wulfen writes. [InnovationManagement.se \(Sweden\)](#) (8/30)

Share: [D](#) [F](#) [C](#) [E](#) [RELATED STORIES](#)

The Buzz

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E

Leaderboard

- **Size:** 728 x 90 pixels. 40k maximum; .gif or .jpg
- Click Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended

A

News Section Ads (choose from these options)

Option 1: Rectangle Text Ad

- **Ad Logo:** 120 x 60 pixels. 30k maximum; .gif or .jpg
- **Headline:** 50 characters, excluding spaces
- **Ad Image:** 180 x 150 pixels. 30k maximum; .gif or .jpg
- **Copy:** 300 characters maximum, excluding spaces
- Click Through URL

B

Option 2: Outline Ad

- **Ad Logo:** 120 x 60 pixels. 30k maximum; .gif or .jpg
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces
- Click Through URL

C

Option 3: Banner Ad

- **Ad Logo:** 120 x 60 pixels. 30k maximum; .gif or .jpg
- **Banner:** 468 x 60 pixels. 30k maximum; .gif or .jpg
- Click Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended

D

The Buzz Text Ad

- **Copy:** 300 characters maximum, excluding spaces
- Click Through URL

E