

# NuclearNews Daily Email

## Ad Specifications

### Premier leaderboard (top and bottom positions)

Banner ad image provided by advertiser.

Size: 1000 x 124 px at 72 ppi

File type: PNG, JPG

File size: less than 1MB

Premier leaderboard

### Ad Block 1 - large

Image, logo, headline, and text - ANS places advertiser content in template. Advertiser must provide all of the following components:

1. Image
  - size: 1980 x 730 px at 150 ppi minimum
  - file type: PNG, JPG
2. Logo
  - size: 40 px max height, 265 px max length
  - file type: EPS, PNG (transparent background)
3. Headline and text limits
  - headline: 54 characters max including spaces
  - body copy: 240 characters max including spaces

Ad block 1 (large)

### Billboard

Banner ad image provided by advertiser.

Size: 2400 x 600 px at 72 ppi

File type: PNG, JPG

File size: less than 2.5MB

Billboard

### Ad Block 2 - small

Image, headline, and text - ANS places advertiser content in template. Advertiser must provide all of the following components:

1. Image
  - size: 658 x 553 px at 150 ppi minimum
  - file type: PNG, JPG
2. Headline and text limits
  - headline: 34 characters max including spaces
  - body copy: 310 characters max including spaces

Ad block 2 (small)

### Leaderboard

Banner ad image provided by advertiser.

Size: 1000 x 124 px at 72 ppi

File type: PNG, JPG

File size: less than 1MB

Leaderboard