# **Nuclear**News 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

**Nuclear**News

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

#### 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

## Ad Block 2 - small

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

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

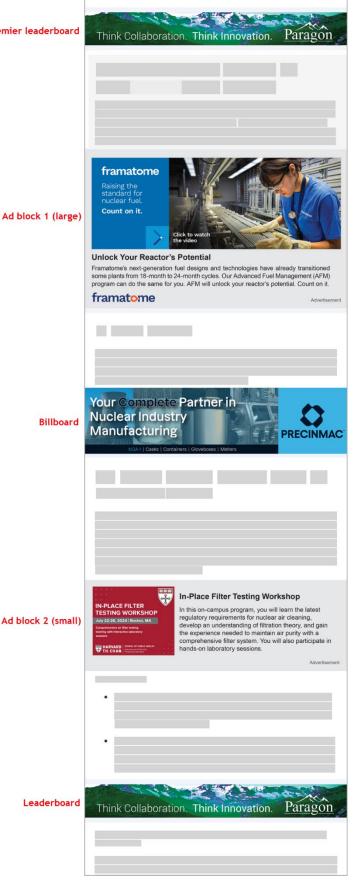
#### Leaderboard

Banner ad image provided by advertiser.

Size: 1000 x 124 px at 72 ppi

File type: PNG, JPG File size: less than 1MB Billboard

Ad block 2 (small)



**MANS**