SB

SUSTAINABLE BRANDS

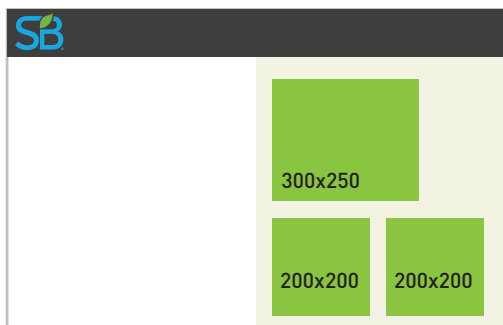*The Bridge to Better Brands*

SUSTAINABLE BRANDS AD GUIDELINES

For SustainableBrands.com and SB Newsletters serve static or animated ads in several formats listed below. Animated files constructed in Flash and exported in swf format need to have ClickTag code embedded into the file. This activates the ad links and tracks the clicks. There are technical instructions for how to add ClickTag code at www.flashclicktag.com. If you would like to submit HTML 5 ads, please follow this guide which is what we follow in setting up HTML 5 ads served in DFP. The entire HTML 5 zip file needs to be 150 KB or smaller. All other ads should be no larger than 60KB in file size to keep load times down. The animated ads may rotate up to 3 times.
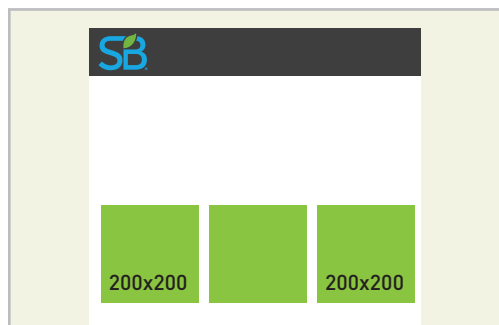
SPECIFICATIONS

	SIZE (PIXELS)	FILE FORMATS	FILE SIZE (KB)
WEBSITE	200x200 or 300x250	JPG, GIF, PNG, Animated GIF, SWF	60
NEWSLETTERS	200x200	JPG, GIF, PNG, Animated GIF	60
EDITORIAL ARTICLES	200x200 or 300x250	JPG, GIF, PNG, Animated GIF, SWF	60

WEBSITE LOCATIONS

300x250
200x200 200x200

NEWSLETTER LOCATIONS

200x200 200x200 200x200

EDITORIAL ARTICLE LOCATIONS

300x250

If you have any questions please contact Riley Scherer: riley@sustainablebrands.com or call: 415.626.2212