

# diablo

MAGAZINE



*Digital Media Kit 2025*

## JUST THE FACTS

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Every month, thousands of San Francisco East Bay residents find more of what they love about *Diablo* magazine online at [diablomag.com](http://diablomag.com). In addition to a range of editorial content—from personalities and community, to style, shopping, dining, entertainment, and travel—you'll find searchable archives and a full digital edition of the current issue of *Diablo* magazine. From restaurant reviews, travel tips, party pictures, blogs, and videos, [diablomag.com](http://diablomag.com) is the trusted resource for life in the East Bay.

→ Searchable archives

→ Wide range of editorial content

→ Full monthly digital edition of *Diablo* magazine

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> FOOD + DRINK

> HEALTH + WELLNESS

> HOME + DESIGN

> PEOPLE + STYLE

> TRAVEL + PLACES

> CALENDAR + EVENTS

→ [diablomag.com](http://diablomag.com)

**23,000+**

Average unique monthly users

**29,000+**

Average monthly sessions

**40,500+**

Average monthly page views

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→ Social Reach:



**9,900+**

Facebook  
Likes



**12,000+**

Twitter  
Followers



**14,500+**

Instagram  
Followers

# Diablogmag.com

## AT A GLANCE

### → SPONSORED CONTENT

- Exclusive "The Latest" view position: Featured on the homepage of diablogmag.com. Prime positioning alongside *Diablo* magazine's editorial coverage provides highest visibility and is limited to one spot per month.
- Diablo Buzz: Featured on the homepage of diablogmag.com. Leverage the reach of *Diablo* magazine's online readership and social media. Three advertising units available per week.

### → DISPLAY ADVERTISEMENTS

- Rotating throughout diablogmag.com at various sizes for maximum visibility. Category sponsorships available.
- Preferred Positions (Available by week):

Homepage Takeover: For maximum exposure on the homepage of diablogmag.com, reserve multiple ad units, including the leaderboard and island units.

Homepage Pushdown: Available on the homepage of diablogmag.com. A larger unit allows for expanded space and presence.

Fixed Footer: Static advertising unit displayed at the bottom of every page as the reader navigates through diablogmag.com (optimized for mobile, tablet, and desktop screens).

### → E-MAIL

- A-List e-newsletter: *Diablo* magazine's weekly e-newsletter is the resource for 22,500 opt-in subscribers looking to get the first look at exclusive content, offers, and events.
- Insiders Club: Reach 15,500 opt-in subscribers with your exclusive content.

## OVERVIEW

Unique Monthly Website  
Users (mean):

**23,000+**

Monthly Website Page Views (mean):

**40,500+**

Time on Site  
(monthly mean):

**:50**

**1.41**

Pages Per Visit (monthly mean)

**21,800**

Weekly E-newsletter Subscribers

THE  LIST

// YOUR V.I.P. TICKET TO EAST BAY LIVING

SOURCES: CIRCULATION VERIFICATION COUNCIL: 2024 CIRCULATION AUDIT; CONSTANT CONTACT EMAIL DATABASE

## DISPLAY ADVERTISEMENTS

Diablomag.com combines the strength of our loyal magazine readership with a new online readership.

### Benefits:

- > Rotating island and leaderboard or half-page ad displayed on site for maximum exposure

### Rates:

\$500 per month

Option 1 - Two ads per insertion:

Island ad and leaderboard

Option 2 - One ad per insertion:

Half-page ad

### Materials required:

Option 1:

1x Leaderboard - 728px x 90px

1x Mobile Leaderboard - 320px x 50px

1x Island ad - 300px x 250px

1x Clickthrough URL

Option 2:

1x Half-page ad - 300px x 600px

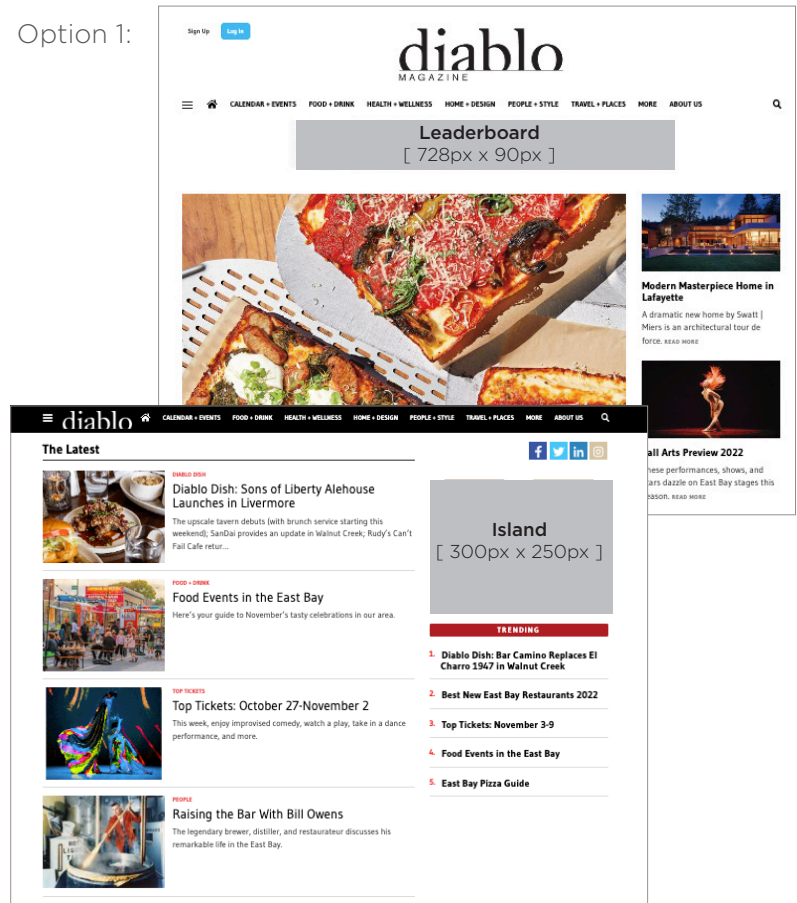
1x Clickthrough URL

### Deadlines:

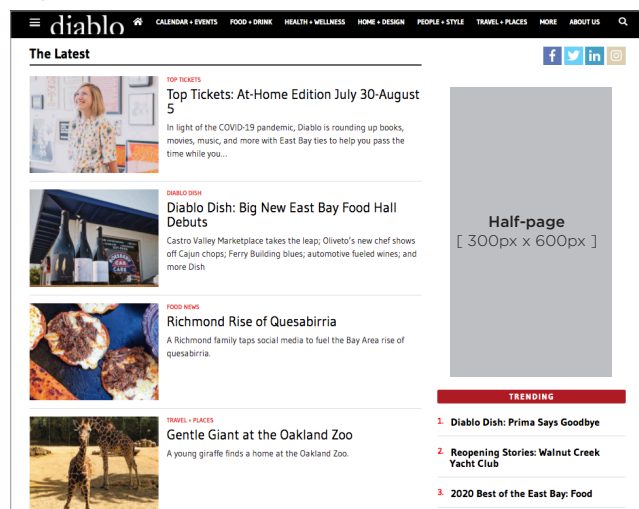
- > Camera-ready materials are due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*

Option 1:



Option 2:





## CATEGORY SPONSORSHIPS

Category sponsorships allow you to align your brand with a specific and relevant category on diablomag.com. Category sponsorships include one leaderboard and one island ad live for one month.

### Benefits:

- > Prominent placement on the category homepage
- > Responsive marketing
- > Adjacent to timely and relevant content

### Categories Available:\*

FOOD + DRINK  
HEALTH + WELLNESS  
HOME + DESIGN  
PEOPLE + STYLE  
TRAVEL + PLACES  
CALENDAR + EVENTS

*\*Exclusive to one advertiser per month per category*

### Rates:

\$400 per month per category

### Optional Upgrades:

Video: \$400

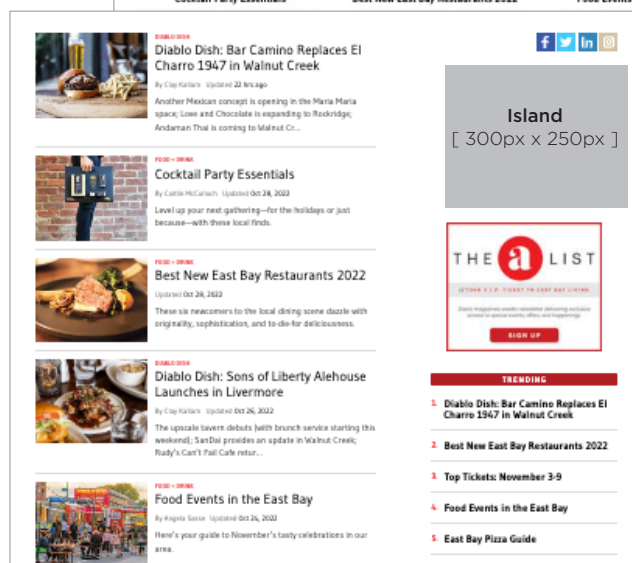
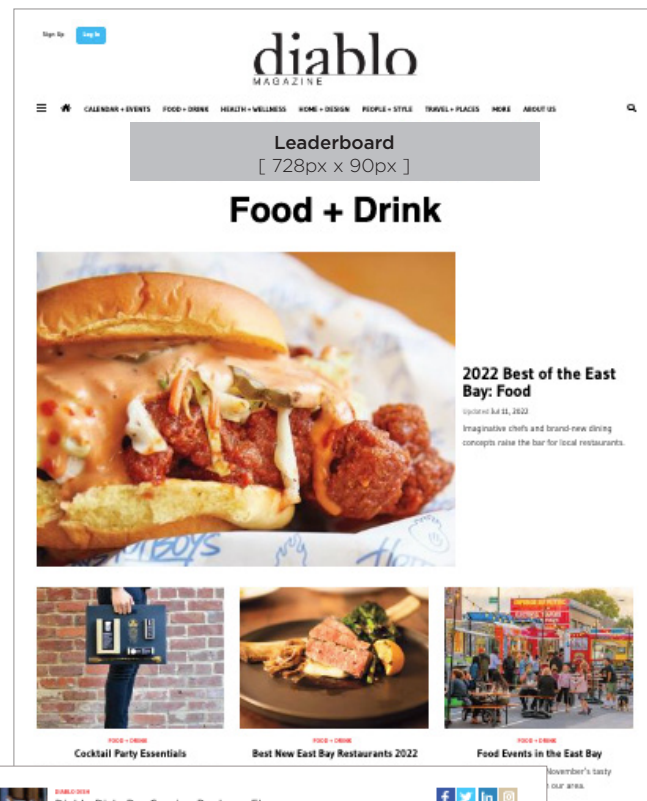
### Materials required:

- 1x Leaderboard - 728px x 90px
- 1x Mobile Leaderboard - 320px x 50px
- 1x Island ad - 300px x 250px
- 1x Clickthrough URL

### Deadlines:

- > Camera-ready materials are due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*



## HOMEPAGE TAKEOVER

Diablomag.com combines the strength of our loyal magazine readership with a new online readership. The Homepage Takeover includes one leaderboard and three island ads live for one week (Monday—Sunday).

### Benefits:

- > Maximum exposure and branding opportunity on the diablomag.com homepage\*
- > Impactful opportunity to highlight your business
- > Direct response

*\*If footer or leaderboard banners are unavailable, additional ad units can be accommodated. Does not include 300px x 600px half-page ad.*

### Rates:

\$350 per week

*Based on availability.*

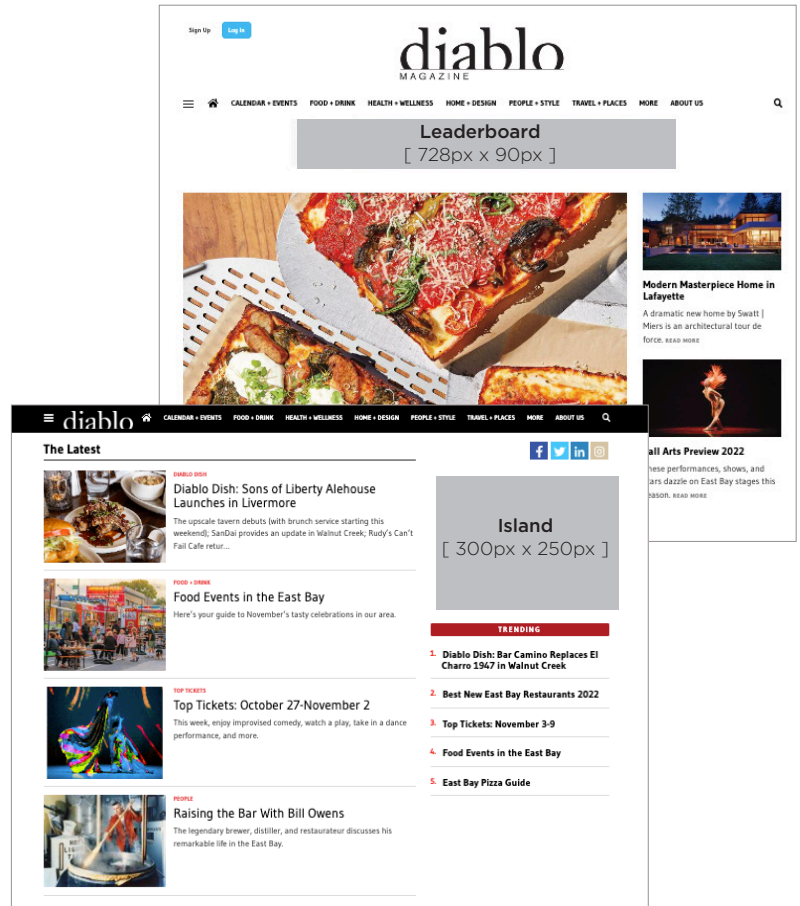
### Materials required:

- 1x Leaderboard - 728px x 90px
- 1x Mobile Leaderboard - 320px x 50px
- 3x Island ad - 300px x 250px
- 1x Clickthrough URL

### Deadlines:

- > Camera-ready materials are due one-week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*



## HOMEPAGE PUSHDOWN UNIT

Diablomag.com combines the strength of our loyal magazine readership with a new online readership. The Homepage Pushdown unit includes a teaser banner and expanded ad unit to be live for one week (Monday—Sunday).

### Function:

- > A teaser unit is shown until the user hovers over the ad—the web content is then “pushed” downward to make room for the expanded ad.

### Benefits:

- > Rich functionality and user interactivity
- > Maximum exposure
- > Prime position on diablomag.com homepage

### Rates:

\$350 per week

### Materials required:

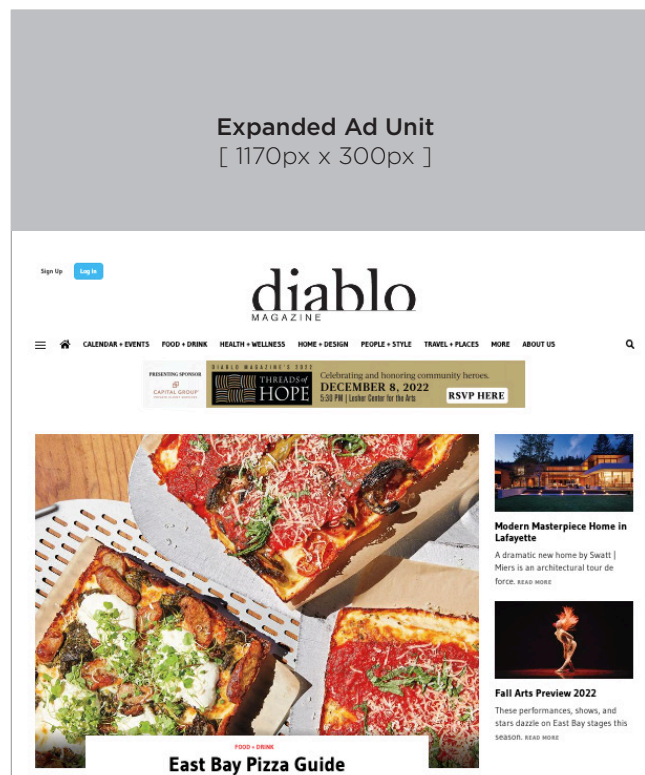
- 1x Teaser unit - 1170px x 50px
- 1x Expanded unit - 1170px x 300px
- 1x Mobile teaser unit - 480px x 50px
- 1x Mobile expanded unit - 480px x 250px
- 1x Clickthrough URL

*\*Third party trackers are not available for these ad units.*

### Deadlines:

- > Camera-ready materials due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\* Included analytics are provided 1x at the completion of the campaign.*



## FIXED FOOTER

Diablomag.com combines the strength of our loyal magazine readership with a new online readership.

### Function:

- > The fixed footer banner appears on all Diablomag.com webpages and remains fixed to the bottom of the browser window as the visitor scrolls live for one week (Monday—Sunday).
- > The banner resizes and is optimized for desktop, tablet, and mobile devices.

### Benefits:

- > Responsive design
- > Maximum exposure

### Rates:

\$500 per week

### Materials required:

3x banners sized at (1x at each size):

1200px x 40 px

768px x 40 px

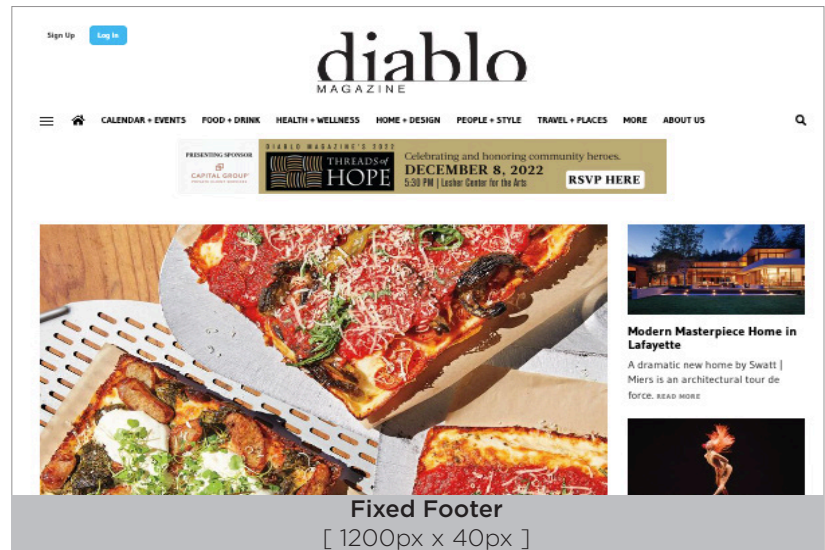
320px x 50 px

1x Click through URL

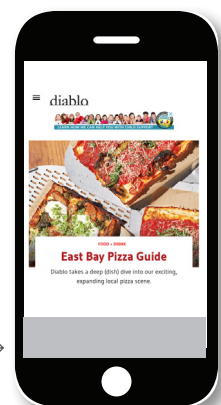
### Deadlines:

- > Camera-ready materials due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*



Fixed Footer  
[ 320px x 50px ] →





## VIDEO ADVERTISING

Diablomag.com combines the strength of our loyal magazine readership with a new online readership.

### Benefits:

- > Maximum exposure and branding opportunity on diablomag.com
- > Impactful opportunity to highlight your business
- > Interactive platform

### Rates:

\$400 per month

### Position

Available on the following pages:

HOME PAGE

FOOD + DRINK

HEALTH + WELLNESS

HOME + DESIGN

PEOPLE + STYLE

TRAVEL + PLACES

CALENDAR + EVENTS





### Materials required:


- 1x YouTube embed link (recommended for detailed analytics) or native video file


### Deadlines:

- > Camera-ready materials are due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 1 day for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*







THE a LIST  
JULY 2022 A.A. TRUST IN EAST BAY LISTING  
Diablo magazine reader newsletter featuring exclusive content to guide readers, offers, and inspiration.  
SIGN UP

**TRENDING**

1. Diablo Dish: Bar Camino Replaces El Charro 1947 in Walnut Creek
2. Best New East Bay Restaurants 2022
3. Top Tickets: November 3-9
4. Food Events in the East Bay
5. East Bay Pizza Guide

**DIABLO DISH**  
**Diablo Dish: Bar Camino Replaces El Charro 1947 in Walnut Creek**  
By Clay Kallens Updated 22 hrs ago  
Another Mexican concept is opening in the Maria Maria space; Low and Chocolate is expanding to Redwood; Andaman Thai is coming to Walnut Cr...

**FOOD + DRINK**  
**Cocktail Party Essentials**  
By Caitie McCalach Updated Oct 28, 2022  
Level up your next gathering—for the holidays or just because—with these local finds.

**FOOD + DRINK**  
**Best New East Bay Restaurants 2022**  
Updated Oct 28, 2022  
These six newcomers to the local dining scene dazzle with originality, sophistication, and to-die-for deliciousness.

**DIABLO DISH**  
**Diablo Dish: Sons of Liberty Alehouse Launches in Livermore**  
By Clay Kallens Updated Oct 26, 2022  
The upscale tavern debuts (with brunch service starting this weekend); SanDai provides an update in Walnut Creek; Rudy's Can't Fall Cafe retur...

**FOOD + DRINK**  
**Food Events in the East Bay**  
By Angela Saxon Updated Oct 26, 2022  
Here's your guide to November's tasty celebrations in our area.

## SPONSORED CONTENT

Diablomag.com combines the strength of our loyal magazine readership with a new online readership.

### Benefits:

- > Maximum exposure under "The Latest" and alongside *Diablo* magazine editorial coverage on the homepage of diablomag.com
- > Links to sponsored content in paragraph format

### Rates:

\$1,250 per month

### Materials Required

- Copy: 600 word maximum
- 1x Teaser image: 960px x 640px
- 2x Supporting images (supporting images are not required)
- 1x Clickthrough URL (Clicks are not trackable)

*\*Advertorial posts are subject to Diablo approval*

### Deadlines:

- > Materials are due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 2 days for posting. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*

The screenshot displays the Diablomag.com homepage. At the top is a navigation bar with links: CALENDAR + EVENTS, FOOD + DRINK, HEALTH + WELLNESS, HOME + DESIGN, PEOPLE + STYLE, TRAVEL + PLACES, MORE, and ABOUT US. Below the navigation bar is a section titled "The Latest" with three featured articles:

- TOP TICKETS: At-Home Edition July 30-August 5**  
In light of the COVID-19 pandemic, Diablo is rounding up books, movies, music, and more with East Bay ties to help you pass the time while you...
- DIABLO DISH: Original Joe's in Walnut Creek?**  
The San Francisco classic eyes Broadway Plaza; a cookie dough specialist expands to Martinez; Falafel Boy heads to Danville; Zachary's Chicago...
- SPONSORED - HEALTH + WELLNESS: Breast Health Takes Center Stage at San Ramon Regional Medical Center**  
For most women, life can get complicated at times. The to-do list never seems to get any shorter. Women today have so many responsibilities th...

Below these articles is a section titled "TRENDING" with a list of three items:

1. **Diablo Dish: Prima Says Goodbye**
2. **Reopening Stories: Walnut Creek Yacht Club**
3. **2020 Best of the East Bay: Food**

On the right side of the page, there are two promotional banners. The top one is for "MOMENTUM20 AUGUST 8, 2020" featuring hosts Coach K, Sage Steele, and Jay Wilas. The bottom one is for "THE a LIST" with a "SIGN UP" button.

# Diablomag.com

## DIABLO BUZZ

Leverage the reach of *Diablo* magazine's social media and online readership. *Diablo*'s social media presence, combined with the power of diablomag.com, offers your brand a social boost to promote your business.

### Includes:

- 1x Diablo Buzz blog post (3 Positions available on the homepage of diablomag.com)
- 1x Facebook post on *Diablo* magazine's Facebook page
- 1x Twitter post from @diablogazine

### Rates & Dates:

\$400 per week

Blog is posted on Tuesday, Thursday, or Friday and runs for one week

Blog post is shared on *Diablo*'s Facebook and Twitter on blog live dates (Tuesday, Thursday, or Friday between 10AM-4PM)

3 Diablo Buzz positions available on the homepage of diablomag.com

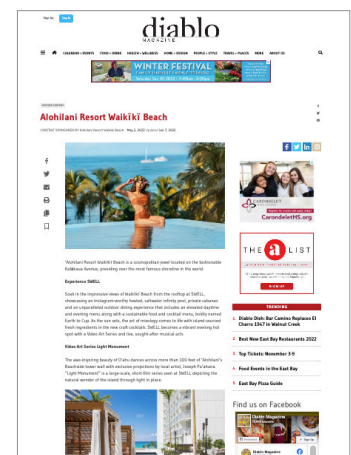
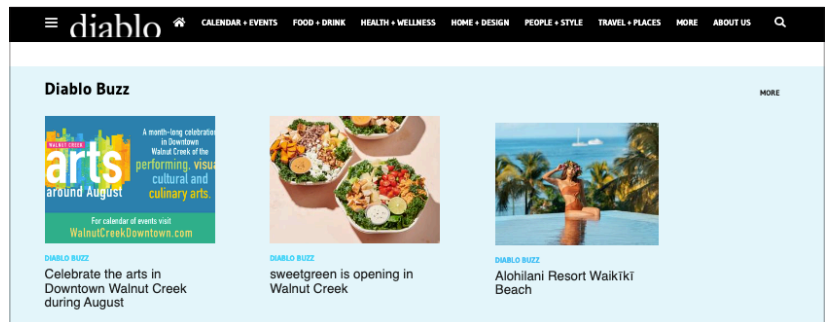
### Optional Upgrade: Instagram

\$50 per post

Reach *Diablo*'s 14,000+ Instagram followers  
Additional materials are required

### Deadlines:

- > Camera-ready materials are due one week prior to live date.
- > Late materials will be accommodated for the remainder of the insertion. Allow 2 days for posting. Rush charges may occur to accommodate late materials.



### Materials required:

Buzz Blog:


- Copy: 500 word maximum
- 1x Image: 960px x 640px
- 1x Clickthrough URL

Social Media Teaser Copy:

- 1x Twitter: 140 character maximum
- 1x Facebook: 140 character maximum

*\*Advertorial and social posts are subject to Diablo approval*

### Reach:

  
**9,900+**  
Facebook  
Likes

  
**12,000+**  
Twitter  
Followers

*\*Included analytics are provided 1x at the completion of the campaign.*

# Diablo Buzz

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## INSTAGRAM GUIDELINES

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When it comes to Instagram, it's important to keep in mind that this is a visual platform, and high-quality images are more likely to yield high-quality results. In order to maximum your Instagram post with @diablomagazine, here are a few guidelines and best practices to keep in mind:

### Images:

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#### When selecting an image:

- No text or logos—pictures tell 1,000 words
- No headshots
- Less is more; keep it simple

#### Materials required:

- 1x High-resolution .jpg

*\*Diablo magazine can research a stock image for use on Instagram for an additional \$50 production fee.*

### Copy:

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#### When writing your copy:

- Keep the audience in mind: Why is the post relevant to the *Diablo* reader?

#### Materials required:

- 30 word maximum
- Up to four (4) hashtags
- Relevant Instahandles if you wish to tag your company
- Optional: Tag in the body copy to link to **your profile** and Instagram bio (For example: "Link in bio")

*\*Instagram posts, images, and captions are subject to Diablo approval.*



## AD SPECS

Ad Unit Sizes (maximums)	Dimensions (px)	Max File Size Static Image Ads	Max File Size Rich Media Ads
Leaderboard	728 x 90	60K Max	80K Max
Mobile Leaderboard	320 x 50	60K Max	80K Max
Category Sponsorship	728 x 90 300 x 250	60K Max 60K Max	80K Max 80K Max
Island ad	300 x 250	60K Max	80K Max
Homepage Pushdown	1170 x 50 1170 x 300	60K Max	Not supported
Mobile Homepage Pushdown	480 x 250 480 x 50	60K Max	Not supported
Fixed Footer	1200 x 40 768 x 40 320 x 50	60K Max	Not supported
Half-page ad	300 x 600	60K Max	80K Max

### Static Image Ads (GIF/JPG)

Please provide:

- .JPG, .GIF, or animated .GIF
- Click through URL

### Rich Media Ads

Supported formats: HTML5, Third-Party hosted media

### Third-Party Hosted Ads\*:

- Initial file load may not exceed 80k
- Polite or expanding load may not exceed an additional 100k
- No limit on streaming video load
- Third-party tags must be supplied in a text file or an Excel document
- Clickthrough URL
- Accepted Third-Party Vendors (including but not limited to): Google - DART for Publishers, Google - DART for Advertisers, ADTECH Helios, MediaMind, Eyewonder, Mediaplex, Microsoft - Atlas, Pointroll

**\*Important:** We do not accept Flash or 3rd party creatives that have been built using EBLoader JS or XMLHttpRequest as these means affect end user experience. We recommend Google Web Designer for HTML5 files.

**Additional Notes:**

1. If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.
2. In order to track clicks within OAS, the SWF **must not** be setup with a hardcoded click URL.

**Method of Delivery:**

Direct files and questions to Chris Olson at [colson@diablopubs.com](mailto:colson@diablopubs.com). Provide third party tags in a text file.

**Deadlines:**

Camera-ready materials are due 1 week prior to live date. Late materials will be accommodated for the remainder of the insertion. Allow 1-2 days for posting depending on the insertion. Rush charges may occur to accommodate late materials.

*All campaigns will be confirmed after receipt and inspection of provided materials. Requests for complex analytics programs to be billed additional and quoted upon evaluation of the request.*

**Advertising Units:**

**Island Unit**  
[ 300px x 250px ]

**Half-page Unit**  
[ 300px x 600px ]

**Homepage Pushdown Unit\***  
[teaser image: 1170px x 50px ]  
[expanded unit: 1170px x 300px ]  
[mobile teaser image: 480px x 50px ]  
[mobile expanded unit: 480px x 250px ]  
\*must provide both teaser & expanded unit files

**Fixed Footer Unit\***

*\*must provide all sizes for mobile and tablet optimization*

[Large Footer: 1200px x 40px ]

[Medium Footer: 768px x 40px ]

[Small Footer: 320px x 50px ]

**Leaderboard / Category Sponsorship**  
[ 728px x 90px ]  
[mobile leaderboard: 320px x 50px ]

# A-List E-Newsletter

## OVERVIEW

The A-List is a weekly e-mail newsletter sent to 21,800 opt-in subscribers. It is the trusted e-newsletter for the inside scoop on the East Bay's hottest events, shopping, and dining news. Through the A-List, subscribers get the first look at exclusive content and event invitations and the chance to win prizes in online contests.

### At a Glance

Opt-in Subscribers	21,800
A-List Average Open Rate	41.6%
A-List Average Click Rate ( <i>clicks divided by successful deliveries</i> )	8.9%
<i>*Average Click Rate for all industries</i>	1.86%

Source: Constant Contact email database: December 2023 - November 2024; \*Constant Contact article: Average industry rates for email as of October 2024

### Includes

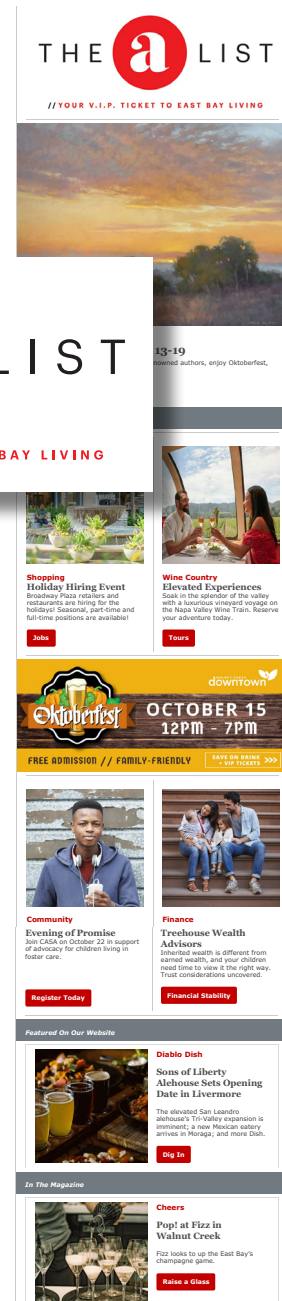
Option 1: Advertorial

Option 2: Banner

### Schedule

The A-List is sent each week on Wednesday.

For more information, contact your account executive at (925) 943-1111 or e-mail [general@maildiablo.com](mailto:general@maildiablo.com)



# A-List E-Newsletter

## ADVERTORIAL SPECS

The A-List is a weekly e-mail newsletter sent to 21,800 opt-in subscribers. It is the trusted e-newsletter for the inside scoop on the East Bay's hottest events, shopping, and dining news. Through the A-List, subscribers get the first look at exclusive content and event invitations and the chance to win prizes in online contests.

### Materials Required

Headline

Copy

Clickthrough URL

Photo:

- 1x JPEG (no animation)
- 400px x 400px
- Single square image (no montage of images, no logos for image, no logos or copy on image)

### Deadlines

Advertorial materials due one week prior to live date. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*



**Wine Country**  
**Elevated Experiences**  
Soak in the splendor of the valley with a luxurious vineyard voyage on the Napa Valley Wine Train. Reserve your adventure today.

[Tours](#)

For a single-line headline

Headline: Approx. 3 words

Copy: 130 characters  
(including spaces)



**Theater**  
**Cal Shakes**  
**2020 Season**  
Enjoy an excellent summer all year with a subscription to the Cal Shakes 2020 season.

[Buy Tickets](#)

For a two-line headline

Headline: Approx. 6 words

Copy: 100 characters  
(including spaces)



# A-List E-Newsletter

## BANNER AD SPECS

The A-List is a weekly e-mail newsletter sent to 21,800 opt-in subscribers. It is the trusted e-newsletter for the inside scoop on the East Bay's hottest events, shopping, and dining news. Through the A-List, subscribers get the first look at exclusive content and event invitations and the chance to win prizes in online contests.

### Materials Required

JPEG (no animation, maximum file size 5MB)

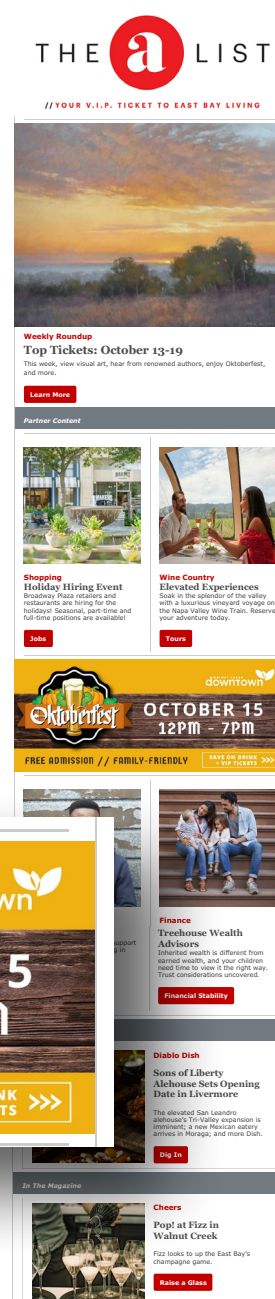
- 600px x 250px

Clickthrough URL

### Deadlines

Materials are due one week prior to live date. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*



# A-List E-Newsletter

## RATES AND DEADLINES

Rates	12x Rate (per insertion)	7x Rate (per insertion)	4x Rate (per insertion)	1x Rate (per insertion)
Advertorial	\$315	\$380	\$445	\$525
Banner Ad	\$240	\$295	\$340	\$400

E-NEWSLETTER	SPACE CLOSING & MATERIALS DUE	E-MAIL LIVE DATE
JANUARY	December 13 January 2 January 8 January 15 January 22	January 1 January 8 January 15 January 22 January 29
FEBRUARY	January 29 February 5 February 12 February 19	February 5 February 12 February 19 February 26
MARCH	February 26 March 5 March 12 March 19	March 5 March 12 March 19 March 26
APRIL	March 26 April 2 April 9 April 16 April 23	April 2 April 9 April 16 April 23 April 30
MAY	April 30 May 7 May 14 May 21	May 7 May 14 May 21 May 28
JUNE	May 28 June 4 June 11 June 18	June 4 June 11 June 18 June 25

E-NEWSLETTER	SPACE CLOSING & MATERIALS DUE	E-MAIL LIVE DATE
JULY	June 25 July 2 July 9 July 16 July 23	July 2 July 9 July 16 July 23 July 30
AUGUST	July 30 August 6 August 13 August 20	August 6 August 13 August 20 August 27
SEPTEMBER	August 27 September 3 September 10 September 17	September 3 September 10 September 17 September 24
OCTOBER	September 24 October 1 October 8 October 15 October 22	October 1 October 8 October 15 October 22 October 29
NOVEMBER	October 29 November 5 November 12 November 19	November 5 November 12 November 19 November 26
DECEMBER	November 26 December 3 December 10 December 17 December 24	December 3 December 10 December 17 December 24 December 31

\*Materials due one week prior to live date. Rush charges may occur to accommodate late materials.

# Insiders Club

## OVERVIEW

*Diablo* magazine's sponsored e-newsletter is your opportunity to have a one-on-one conversation with *Diablo*'s Insiders Club e-mail subscribers. The Insiders Club e-mail enables you to reach 15,500 opt-in *Diablo* e-mail subscribers with your exclusive content through a single sponsored e-mail.

### At a Glance

Opt-in Subscribers	15,500
Insiders Club Average Open Rate	43.3%
Insiders Club Average Click Rate ( <i>clicks divided by successful deliveries</i> )	3.09%
<i>*Average Click Rate for all industries</i>	1.86%

Source: Constant Contact email database: December 2023 - November 2024; \*Constant Contact article: Average industry rates for email as of October 2024

For more information, contact your account executive at (925) 943-1111 or e-mail [general@maildiablo.com](mailto:general@maildiablo.com)

# THE **insiders** CLUB

// SPECIAL EVENTS & OFFERS FROM OUR PARTNERS


ENTER TO WIN A  
**Let's Cruz**  
VACATION  
GETAWAY



**SANTA ★ CRUZ**  
*Let's Cruz*

ENTER TO WIN

DIABLO MAGAZINE

# Insiders Club

## RATES & SPECS

### Rates

1x rate:	\$1,200 each
4x rate:	\$1,020 each
7x rate:	\$865 each
12x rate:	\$735 each

### Deadlines

Materials due one week prior to scheduled live date. Rush charges may occur to accommodate late materials.

*\*Included analytics are provided 1x at the completion of the campaign.*

### Materials Required

#### OPTION 1:

Single image graphic

- Maximum 600px wide
- JPEG or GIF formats
- Maximum file size: 5MB

1x Clickthrough URL

#### OPTION 2:

1-3 images (no copy, text, or logos)

- Maximum 600px wide
- JPEG or GIF formats
- Maximum file size: 5MB

1x Clickthrough URL

Body copy (100 word maximum)

- Written in third-person voice
- Include special offer/invitation that's not offered to the public

