



# ADVERTISING SPECS



## E-BLAST ADVERTISING

AD TYPE	SUBSCRIBERS	DIMENSIONS (PIXELS)	FILE FORMAT(S)
Consumer e-Newsletter Advertising	2,000+	160W x 400H	JPG
Industry e-Newsletter Advertising	1,500+	160W x 400H	JPG
Weekly Events e-Newsletter Advertising	2,400+	160W x 400H	JPG
E-mail Advertising	2,600+	450W x 500H	JPG

✓ Please send your ad as a JPG file to: [dhendrix@travelsalem.com](mailto:dhendrix@travelsalem.com)

✓ Ads due at least 2 weeks prior to the distribution date



## VIDEO ADVERTISING

AD TYPE	SUGGESTED LENGTH	FILE FORMAT(S)
Video Listings on TravelSalem.com	2-4 MIN	YouTube or Vimeo

✓ **Copyright:** Make sure you have permission when using copyrighted material such as music, photos or video (www.copyright.gov)

✓ **How to add to TravelSalem.com** – Complete an Expanded Listing online form, attach your video url, photo slide show or virtual tour video to the online form.

Video on Travel Salem's YouTube Channel	N/A	MOV or AVI
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✓ Email [kkuh@travelsalem.com](mailto:kkuh@travelsalem.com) for Dropbox link.



## TRAVELSALEM.COM ADVERTISING

AD TYPE	MINIMUM COMMITMENT	DIMENSIONS (PIXELS)	FILE FORMAT(S)
Home Page Ad	3 months	250W x 125H	JPG
Sectional Banner Ads (Vertical)	N/A	160W x 400H	JPG

✓ **Note:** All sectional ads are on ALL pages under that section, except Resources & Business Directory are title pages only

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✓ Ads due at least 2 weeks prior to the distribution date