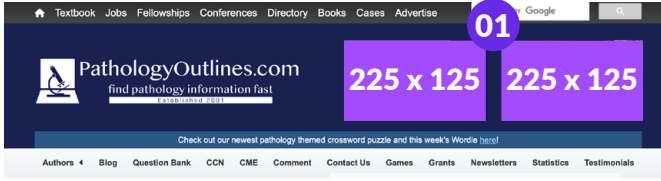


Website Banner Advertising Specs



Header Banners	Image Size	Max File Size
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01 Header	225 x 125 pixels	100 Kb
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Homepage Banners	Image Size	Max File Size
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02 Below Header	468 x 72 pixels	150 Kb
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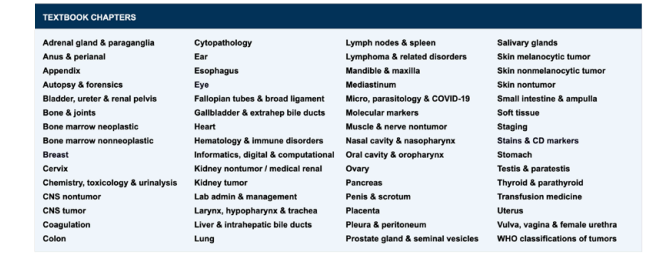


03 Premium	720 x 300 pixels	250 Kb
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04 Above Textbook	300 x 250 pixels	300 Kb
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05 Below Textbook	468 x 72 pixels	150 Kb
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06 Video	1080 x 1920 pixels 9:16 aspect ratio	26 GB
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07 Mobile Home Page	468 x 240 pixels	150 Kb
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Non-Homepage Banners	Image Size	Max File Size
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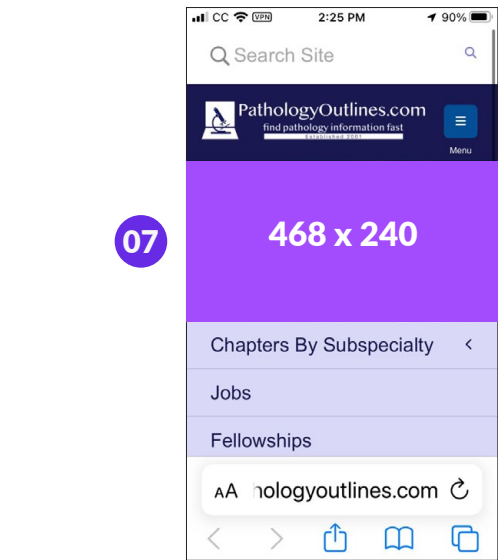
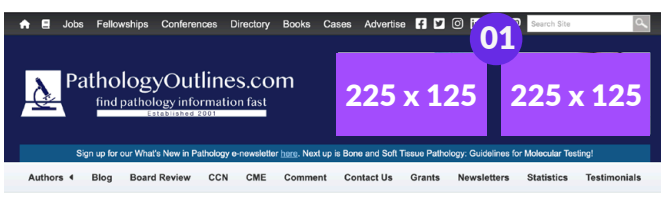
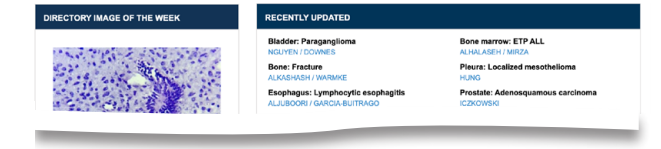
08 Top of Page	728 x 90 pixels	300 Kb
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09 Side of Page	300 x 250 pixels	300 Kb
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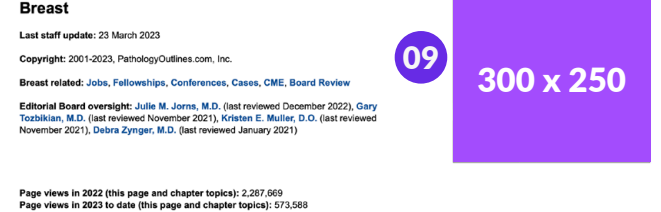
10 Top of Page #2	728 x 90 pixels	300 Kb
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- Due date is two weeks prior to posting date
- Artwork accepted in JPG, PNG or GIF format
- JavaScript accepted **only** if contained in iFrames
- Animated banners allowed **only** in sections 08, 09 & 10
- A destination URL must accompany each banner
- Please indicate if you would like us to track your banner impressions and clicks
- Please specify if you require geotargeting for your banner(s)



07

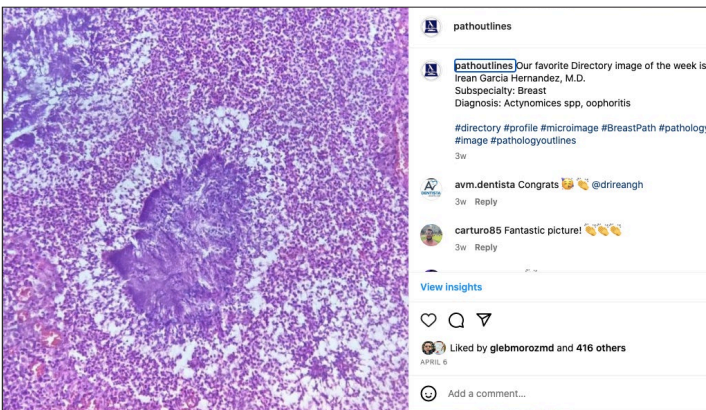
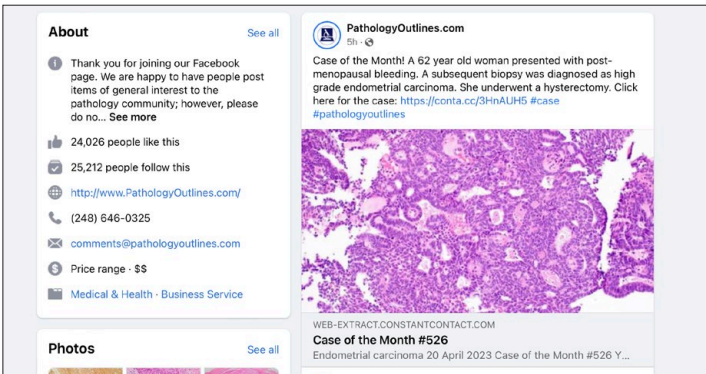
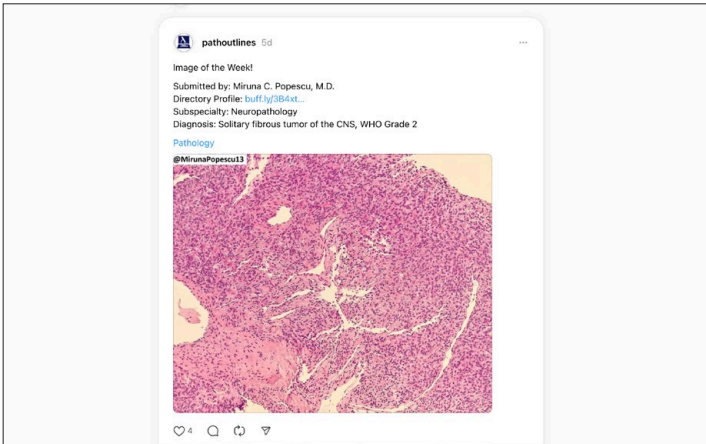


10



02 Social Media Advertising Specs

Facebook | Instagram | Threads | LinkedIn



Social Media	Image Size	Hashtags & Text
Facebook	Min: 600 x 315 pixels Max: 1200 x 628 pixels Best: 1200 x 600 pixels	Up to 63,206 characters
Instagram	Min: 600 x 600 pixels Max: 1936 x 1936 pixels Best: 600 x 600 pixels	Up to 2,200 characters
Threads	Min: 600 x 600 pixels Max: 1070 x 1424 pixels Best: 1200 x 600 pixels	Up to 500 characters; can include links
LinkedIn	Min: 600 x 322 pixels Max: 1200 x 644 pixels Best: 1200 x 600 pixels	Up to 3,000 characters

- Due date is two weeks prior to posting date
- At least one URL to link to your chosen destination
- Provide a list of hashtag requirements or suggestions
- To prevent implied endorsement by PathologyOutlines.com, all copy is required to be in the third person
 - » For example, instead of “We are introducing our new product...”, use “Introducing a new product from...”
- When your text includes tags that link to other social media accounts, please provide the actual links to their profile pages
 - » For example, in addition to @PathologyOutlines, also provide the link for each platform separately:
 - <https://www.facebook.com/pathologyoutlines>
 - <https://www.threads.net/@pathoutlines>
 - <https://www.instagram.com/pathoutlines/>

Social Media Recommendations

- Keep important content three pixels from the edge of the image
- Text can only account for 20% of the image
- Do not add **Click Here** or similar words within the image. Social media outlets do not allow for hyperlinks to be embedded in images
- Do not build URLs into images; instead, send them separately, and we will post the links with your descriptive text



03 E-Blast Advertising Specs

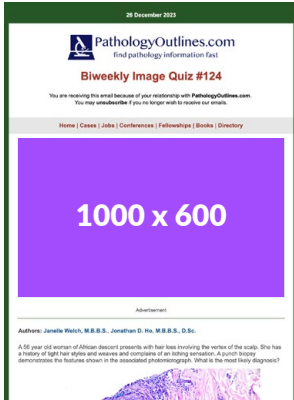


Image Quiz Sample



Case of the Month Sample

Type of E-Blast	Image Size / Type	File Size
<ul style="list-style-type: none"> • Image Quiz • Jobs, Fellowships and Conferences • Monthly Update 	1000 x 600 pixels JPEG or PNG	600 Kb
<ul style="list-style-type: none"> • Case of the Month • What's New in Pathology 	1000 x 600 pixels JPEG or PNG	600 Kb
<ul style="list-style-type: none"> • Promotional E-Blast 	See below for full details	

- All E-Blast banner artwork is due two weeks prior to the deployment date
- A destination URL link to the appropriate web page must be provided with all banner artwork

Promotional E-Blast Specs

What you will provide:

- Artwork for your Promotional E-Blast should be delivered in HTML format
- The file must be delivered at least 2 weeks prior to the deployment date to allow for required testing
- Please include your desired **Subject Line**. There is a 250 character limit

Requirements:

- We require image URLs to be embedded and linked to images on your server
- Any preheader text will need to be included within the HTML file

Guidelines:

- Opens and link tracking are automatic
- External style sheets aren't supported
- Styles can be added to the code at the top of the email and will be automatically inlined when the email sends, or you can use inline styles
- A footer including PathologyOutlines.com's physical address is always added to the bottom of your custom code email per the *CAN-SPAM Act of 2003*
- To get the best results in most email clients, design your code for an email, not for a webpage
- iFrames and form code are supported but are usually stripped out by the email client
- Media queries aren't supported
- Non-standard HTML tags generated by proprietary software, like Microsoft Publisher or Frontpage, won't display correctly in many browsers and email clients:
 - » <v:shape>
 - » <o:column>
 - » <b: XI>
 - » ![endif]
- JavaScript will most likely not display because most email clients disable it for security reasons.
- When image mapping is used, clicks cannot be tracked

What we will provide:

- We will send you a test E-Blast for your approval prior to deployment
- Two weeks after deployment, we will provide you with sends, opens and click metrics

Recommendations:

- We recommend advertising not occupy more than one desktop screen
- Third party tags (e.g., DCM) are not recommended for E-Blasts because they may cause problems with delivery and reporting