01 Website Banner Advertising Specs



	Textbook Jobs Fellowships Confe	erences Directory Boo	oks Cases Advertise	01 ^{v Google} Q	Header Banners	Image Size	Max File Siz
			225 x 1		01 Header	225 x 125 pixels	100 Kb
	Established 2001	ur newest pathology themed c			Homepage Banners	Image Size	Max File Siz
	•	CME Comment C			02 Below Header	468 x 72 pixels	150 Kb
2	468 x 72		4	168 x 72	03 Premium	720 x 300 pixels	250 Kb
			9:16		04 Above Textbook	300 x 250 pixels	300 Kb
03 720		20 x 300		aspect ratio	05 Below Textbook	468 x 72 pixels	150 Kb
					06 Video	1080 x 1920 pixels 9:16 aspect ratio	26 GB
04	300 x 250	300 2	x 250	300 x 250	07 Mobile Home Page	468 x 240 pixels	150 Kb
					Non-Homepage Banne	rs Image Size	Max File Si
	TEXTBOOK CHAPTERS				08 Top of Page	728 x 90 pixels	300 Kb
	Adrenai gland & paraganglia Cytopal Anus & perianal Ear Appendix Esopha Autopsy & forensics Eye Bladder, ureter & renal pelvis Falopia		Lymph nodes & spieen Lymphoma & related dis Mandible & maxilla Mediastinum Micro, parasitology & CO	Skin nonmelanocytic tumor Skin nontumor	09 Side of Page	300 x 250 pixels	300 Kb
	Bone & joints Gallblac Bone marrow neoplastic Heart Bone marrow nonneoplastic Hemato	dder & extrahep bile ducts ology & immune disorders	Molecular markers Muscle & nerve nontume Nasal cavity & nasophar	Soft tissue or Staging			000 1/1
05	Cervix Kidney Chemistry, toxicology & urinalysis Kidney CNS nontumor Lab adr CNS tumor Larynx,	min & management , hypopharynx & trachea intrahepatic bile ducts	Ovary Pancreas Penis & scrotum Placenta Pleura & peritoneum Prostate gland & semina		• Artwork accepted	728 x 90 pixels reeks prior to posting d in JPG, PNG or GIF ed only if contained in	F format
	Cervix Kideey Chemistry, toxicology & uriaby Kidney CNS nontumor Lab adr CNS tumor Laynar Coagutation Laynar Colon Lurg	nontunior (medical read turni mis Annaparinet intrahapartic bile ducts	Oray Pancnas Panis A scrotum Piecenta P	<text><text><text><text><text></text></text></text></text></text>	 Due date is two w Artwork accepted JavaScript accepted Animated banners A destination URL Please indicate if y banner impression Please specify if y banner(s) 	reeks prior to posting d in JPG, PNG or GIF ed only if contained in allowed only in section must accompany ea you would like us to t and clicks ou require geotarget	g date F format n iFrames ons 08, 09 ch banner crack your
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Social Media Advertising Specs

Dethoutlines 5d		Social Media	Image Size	Hashtags & Text	
Image of the Week! Submitted by: Miruna C. Po Directory Profile: Luft/s/BB Subspecifies/: Neuropathol Diagnosis: Soltary fibrous t Pathology @Minustrepscu33 5 7 202	1×t	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	
♡4 () () ₹	PathologyOutlines.com	LinkedIn	Min: 600 x 322 pixels Max: 1200 x 644 pixels Best: 1200 x 600 pixels	Up to 3,000 characters	
asthology community: however, please do no See more Pere for the case: https://conta.cc/3HnAUH5 #case #perbologyoutines 24,026 people like this Pere for the case: https://conta.cc/3HnAUH5 #case #perbologyoutines 25,212 people follow this Pere for the case: https://conta.cc/3HnAUH5 #case #perbologyoutines Image: the transmission of the case: https://conta.cc/3HnAUH5 #case methods/poulines Pereperbologyoutines Image: the transmission of the case: https://conta.cc/3HnAUH5 #case methods/poulines Pereperbologyoutines Image: the transmission of the transmission of the case: https://conta.cc/3HnAUH5 #case methods/poulines Pereperbologyoutines Image: the transmission of the tra		 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 suggestion 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" 			
	pathoutlines pathout	social n Iinks to	your text includes tags nedia accounts, please their profile pages example, in addition to	provide the actual	

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

Facebook | Instagram | Threads | LinkedIn



E-Blast Advertising Specs

28 Desember 2223	20 Apr 2023	Type of E-Blast	Image Size / Type	File Size
Compared and the second s	Control C	 Image Quiz Jobs, Fellowships and Conferences 	1000 x 600 pixels JPEG or PNG	600 Kb
1000 x 600	AR2 year of sovian presented with post- more thereing A stategore and the presen- eroperate denotes a thing presen- eroperate denotes a state of the state of the state of the state of the state of the	Monthly Update Case of the Month What's New in Pathology	1000 x 600 pixels JPEG or PNG	600 Kb
Address: Andres Moth, M. B.B.B. A Journal of New M.B.B.B. Data 14. So part of host and account of the state	1000 x 600	Promotional E-Blast	See below for full details	
Image Quiz Sample	Case of the Month Sample	All E-Blast banner artw deployment date	vork is due two weeks	s prior to the

• 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