

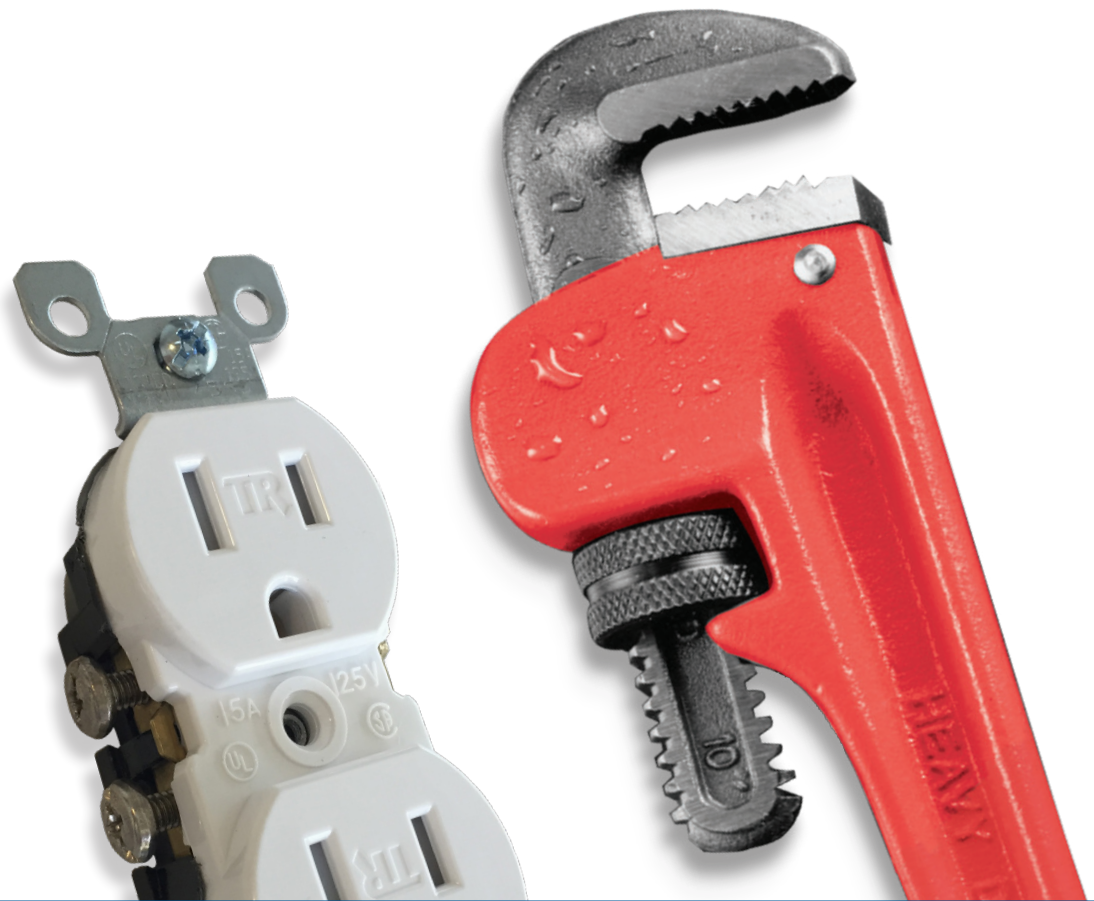
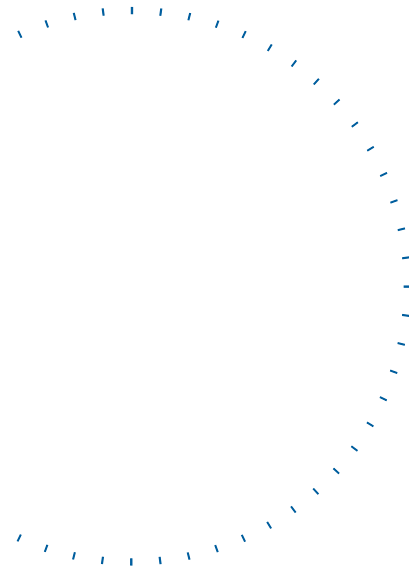


# Marketing Program

Advertisement Materials Specifications

*Trade Service Live / Newsletter*

*MEPcontent, Trimble*



13280 Evening Creek Drive South, Suite 200, San Diego, CA 92128, USA

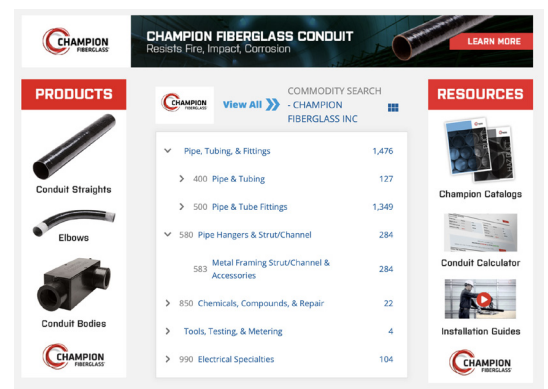
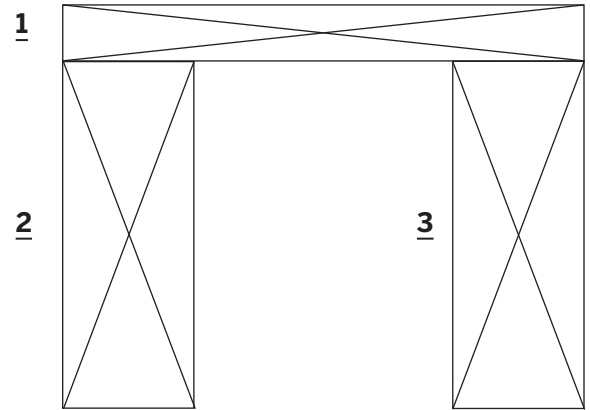
[mep.trimble.com/en/](http://mep.trimble.com/en/)  
[tradeservice.com](http://tradeservice.com)

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## ▶ Business Directory Page

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs not permitted*).
- Image #1 must be **975** pixels wide and **100** pixels high.
- Images #2 and #3 must be **246** pixels wide and at least **910** pixels high.
- Images #2 and #3 may be divided horizontally (see *example to the right*) to facilitate links for individual strips.
- Provide **links** for each image (including separate images for side columns if requested).
- **Design-to-Publication Timeline:** Because Business Directory Pages are complex, regarding their need to be specifically coded, please plan to deliver your art work and links **two weeks prior** to when you expect your Business Directory Page to be online.



## ▶ Ad Feature in the Trade Service Newsletter

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
- Image must be at least **540** pixels wide and **450** pixels high (*or proportionally more*).
- Headline must be no more than **24** characters (*spaces included*).
- Descriptive text can be up to **2,000** characters (*ads will appear on a linked page on the Trade Service website – [tradeservice.com/newsletter](https://tradeservice.com/newsletter)*).
- The first **190** characters (*spaces included*) will be the introductory text included in the emailed newsletter (*followed by a “READ MORE” button which will link to a page on the Trade Service website*).
- **Design-to-Publication Timeline:** Each edition of the newsletter will have a **specific deadline**. To encourage meeting that deadline, we locate each ad as close to the top of the newsletter as possible **in the order they are received** during the week prior to that deadline.

## ▶ Banner Ad on Multiple Pages

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
  - Image must be **804** pixels wide and **90** pixels high.
  - Provide a url to link your ad to your website.
  - **Design-to-Publication Timeline:** Allow **one week** from the day you send in your art work and link until the ad appears online.
- 

## ▶ New Product Showcase

- Product title can be up to **50** characters (*characters includes spaces*).
  - Product description can be up to **1,000** characters (*characters includes spaces*).
  - Image of the product file format can be **JPEG, PNG, or GIF** (*animated GIFs NOT permitted*)
  - Image of the product should be **210** pixels wide x **150** pixels high.
  - **List of Items** to be featured in the Product Showcase, **including UPC numbers (10 maximum)**.
  - **URL** to catalog page.
  - **URL** to product video url.
  - **URL** to More Info url.
  - **Design-to-Publication Timeline:** Allow **two weeks** from the day you send in your art work, links, and item information until the ad appears online. **It is important to confirm that the Showcase Items have been submitted to the TRA-SER database.**
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## ▶ Advertorial on Home Page

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
- Image must be **224** pixels wide and **300** pixels high.
- **Design-to-Publication Timeline:** Allow **one week** from the day you send in your art work and link until the ad appears online.

## ▶ Sub-commodity Sponsorship

- Name and code of sub-commodity to be sponsored.
  - Logo file format: **Vector-based EPS, PNG, GIF, or JPEG**,  
(*EPS, PNG, or GIF with transparent background preferred*).
  - If the logo is not vector-based, image must be at least **150** pixels wide.
  - **Design-to-Publication Timeline:** Allow **one week** from the day you send in your art work and link until the ad appears online.
- 

## ▶ Skyscraper Ad on Home Page

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
  - Image must be **160** pixels wide and **600** pixels high.
  - Provide a url to link your ad to your website.
  - **Design-to-Publication Timeline:** Allow **one week** from the day you send in your art work and link until the ad appears online.
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