

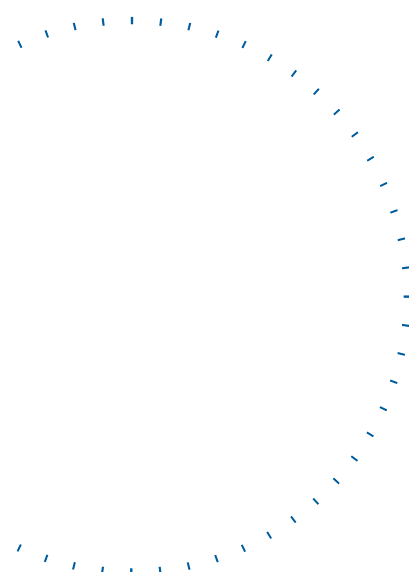


Marketing Program

Advertisement Materials Specifications

Trade Service Online / Trade Service Live / Newsletter

MEPcontent, Trimble



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

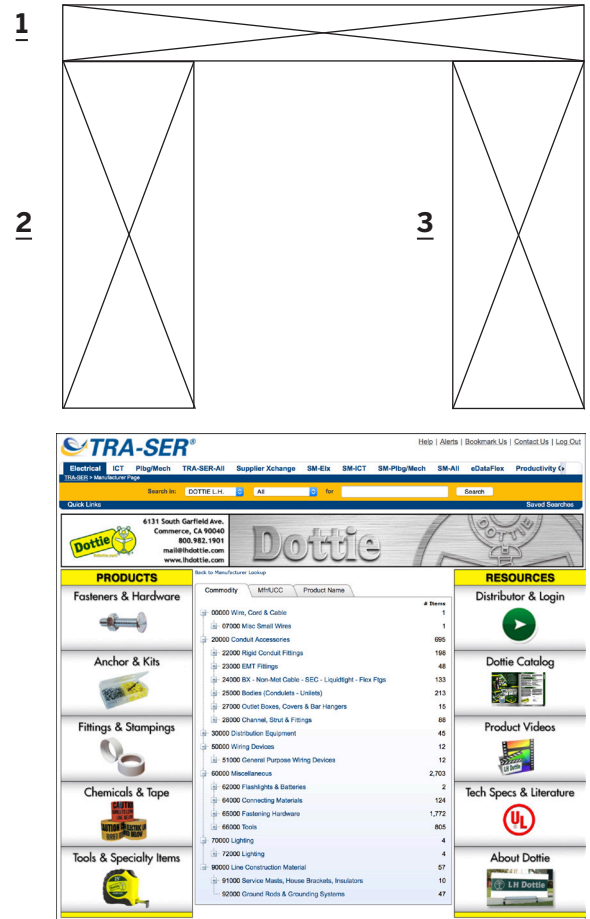
mepcontent.com
tradeservice.com

Table of Contents

Business Directory Page	3
Ad Feature in the Trade Service Newsletter	3
Banner Ad on Multiple Pages	4
New Product Showcase	4
Advertorial on Home Page	4
Sub-commodity Sponsorship	5
Skyscraper Ad on Home Page	5

▶ 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*).
- 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 catalog numbers and UPC numbers.**
 - **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.**
-

▶ 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.
-