

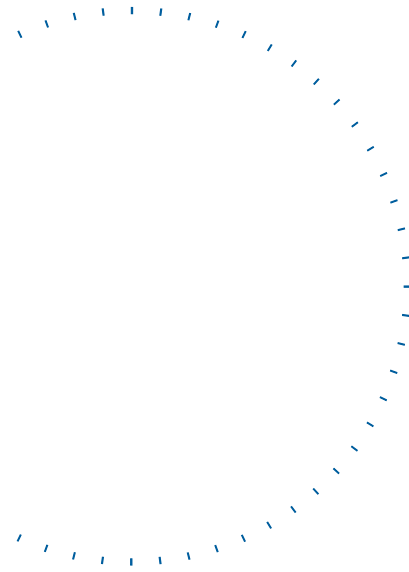


Marketing Program

Advertisement Materials Specifications

Trade Service Live / Newsletter

MEPcontent, Trimble



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

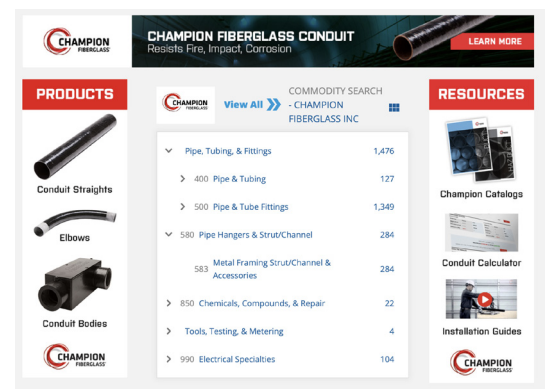
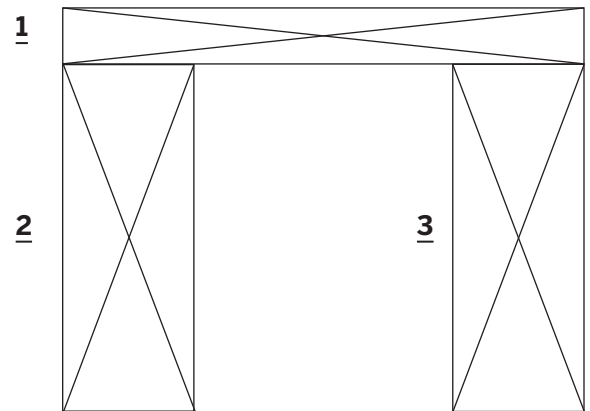
mep.trimble.com/en/
tradeservice.com

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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 **three 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 NOT 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.
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▶ 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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▶ 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 until the ad appears online.