

BANNER ADS – DISPLAY

- Display ads to be designed by the partners and provided in JPG format
- Your ad buy includes all three sizes



MOBILE
320px w x 50px h



CONTENTS VIEW
300px w x 250px h



DESKTOP
728px w x 90px h



MOBILE



CONTENTS VIEW



DESKTOP

BANNER ADS – FORMATTED

- Formatted ads are put together by Miles with materials provided by you.

PHOTO

300px w x 110px h

HEADLINE

35 characters
(including spaces)

BODY COPY

100 characters
(including spaces)

CALL TO ACTION

20 characters
(including spaces)

URL

Click through URL

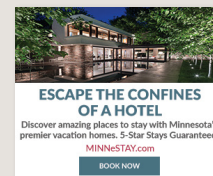
FORMATTED ADS EXAMPLES



DESKTOP



MOBILE



CONTENTS VIEW

TECHNICAL SPECS

- **JPG ONLY** 1MB
- All colors used must be **RGB** or **Index** (web-safe recommended)
- All photos and graphics must be **RGB** or **black and white**.
- All images, graphics and logos must be at least **72 dpi**.
- Character counts include spaces.
- Any supplied electronic file is subject to return if it does not meet Miles requirements. New materials will need to be provided.
- You must own rights to all imagery and aspects of your ad.