ParentMap
'cause parenting is a trip!

DIGITAL AD SPECS

DIGITAL AD SIZES

ParentMap.com

• Leaderboard	728x90
• Mobile Leaderboard	320x100
• Medium Rectangle	300x250
• Interstitial	640x480 plus 300x250
• Half Page	300x600
• Billboard	970x250

eNews Banners

• Medium Rectangle   300 x 250
• Native
  • 300x200 photo
  • Headline - up to 40 characters
  • Text blurb - up to 150 characters of text, including spaces and punctuation
• Content Box
  • 300x200 photo
  • Text blurb - up to 135 characters of text, including spaces and punctuation

Sponsor Resource eNews

• 300x200 photo
• Headline - 2-5 words or business name
• Description - up to 130 characters of text, including spaces and punctuation
• Recommended age range

ParentMap advertising specifications and guidelines are in compliance with the IAB's Interactive Marketing Unit Standards.

AD SUBMISSION

Web and eNews ads are due by the 25th of the month prior to launch. Email ads as attachments to: *production@parentmap.com*
Please put advertiser name in the subject line.

Please provide:

• .png, .jpg, or .gif file under 100k; ad dimensions must be exactly to spec

• URL you wish to link the ad to

eNews ads must be static; online ads may be animated.

A tracking code will be added to all web ad URLs with PARENTMAP as the source; you may provide your own custom tracking URL as well. Our eNews platform automatically adds tracking tags to ad URLs, which means we aren't able to upload custom client tracking URLs for eNews. If no URL provided, we will link to your home page.

RICH MEDIA

ParentMap.com can support all industry standard file types.

Video ads: Must be audio off
Can run for 15 seconds of animation or three loops; initial/polite load cannot exceed 100k

SERVICES

Design and ad production work is billed at $75/hour, $50 minimum; includes up to two rounds of proofs.

Campaign performance reports provided upon request (allow two business days).

TIPS

Simple gets the click!
Successful web ads have:
  • More graphics, less text
  • Clear call to action
  • Contact info not necessary

Note that ads will show against a white background. It is recommended to use a background color other than white, or to incorporate a border into the ad design.

Single-sponsor themed enews and web page sponsorship
Complimentary rather than identical ad content is recommended.

Time sensitive ads
If you have contracted a monthly ad campaign and are advertising an event such as an open house, please also provide a "generic" non-dated ad to run after the event has passed.

File too big
  • Save as RGB; 72 or 96 DPI
  • .gif files – reduce number of colors used (128 bit or lower)
  • Save at lower quality
  • Make sure ad is .png .jpg or .gif file, not .pdf

Properties of a successful digital ad:

BOLD GRAPHICS

CALL TO ACTION

BRIEF SUBHEAD OR MEANINGFUL TAGLINE

NO CONTACT NEEDED (CLICK ON AD)

(Mobile Leaderboard ad scaled to fit)