

DIGITAL AD SIZES

ParentMap.com

- Leaderboard 728 x 90 plus 320 x 100
- Medium Rectangle 300 x 250
- Interstitial 640 x 480 plus 300 x 250
- Half Page 300 x 600
- Billboard 970 x 250
- Native Web
 - 300 x 200 photo
 - Headline - up to 40 characters
 - Text blurb - up to 150 characters of text, including spaces and punctuation
- Native Calendar
 - 300 x 200 photo
 - Event name, date(s), venue, city

Email

- Native
 - 300 x 200 photo
 - Headline - up to 40 characters
 - Text blurb - up to 150 characters of text, including spaces and punctuation
- Content Box
 - 300 x 200 photo
 - Text blurb - up to 135 characters of text, including spaces and punctuation

Sponsor Resource Email

- 300 x 200 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

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:

NO CONTACT NEEDED - CLICK ON AD



BOLD GRAPHICS

BRIEF SUBHEAD OR MEANINGFUL TAGLINE

CALL TO ACTION

(AD SCALED TO FIT)