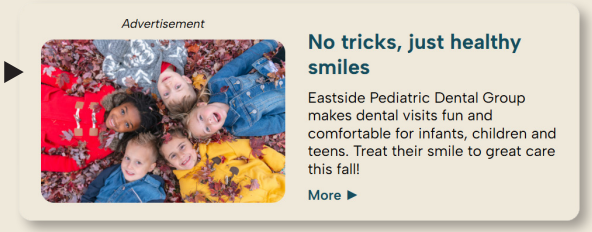
AD CREATIVE + COPY

- **eNews Native**
  - ☐ 600 x 400 pixel photo with no text or logo (.png or .jpg), under 300 KB, in RGB color mode
  - ☐ Headline: up to 40 characters
  - ☐ Description: up to 150 characters of text, including spaces and punctuation
  - ☐ *The advertiser name must be included within the copy (headline or description)*
  - ☐ The destination URL where the ad should link
- **eNews Content Box**
  - ☐ 600 x 400 pixel photo with no text or logo (.png or .jpg), under 300 KB, in RGB color mode
  - ☐ Headline: up to 40 characters
  - ☐ Description: up to 130 characters of text, including spaces and punctuation
  - ☐ *The advertiser name must be included within the copy (headline or description)*
  - ☐ The destination URL where the ad should link
- **eNews Sponsor Resource**
  - ☐ 600 x 400 pixel photo with no text or logo (.png or .jpg), under 300 KB, in RGB color mode
  - ☐ Headline: 2–5 words or business name
  - ☐ Description: up to 130 characters of text, including spaces and punctuation
  - ☐ *The advertiser name must be included within the copy (headline or description)*
  - ☐ Recommended age range or grades served (for camps and education themes only)
  - ☐ The destination URL where the ad should link

PLEASE NOTE:

- No special formatting is required. The ad will be built and formatted within the email platform. eNews ads must be static.
- All editorial ads are reviewed for grammatical errors and are edited to conform to AP style rules. Your ad may be modified during the final review to align with ParentMap formatting and content guidelines. The company name must be included in the ad for transparency.
- Our email platform automatically adds tracking tags to ad URLs, which means we aren't able to upload custom client tracking URLs. If no URL is provided, we will link to your home page.

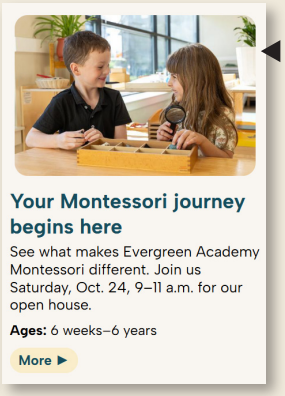
eNews Native ad sample



eNews Content Box ad sample



eNews Sponsor Resource ad sample



Ads scaled to fit

AD SUBMISSION

Submit all ad creative, copy and links using the relevant eNews ad submission form:

- eNews Native Submission Form
- eNews Context Box Submission Form
- eNews Sponsor Resource Submission Form

SERVICES

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