

ISSA.COM WEBSITE SPECIFICATIONS

VIDEO AD

- Video resolution: 1280 x 720 pixels (minimum bitrate: 3,000 Kbps)
- File format: MP4 or MOV
- Length: 5 minutes maximum
- Video description: 100 words

VIDEO AD PREVIEW

- Video resolution: 280 x 157 pixels (minimum bitrate: 3,000 Kbps)
- File format: MP4 or MOV
- Length: 10 seconds, no audio

EQC BANNER

- Dimensions: 300 x 250 pixels
- Maximum size: 50KB
- File formats: JPEG, GIF
- Include URL link
- Also include 50-word company description for inclusion in the broadcast email

EQC PRE-ROLL VIDEO

- Minimum resolution: 1280 x 720 pixels (minimum bitrate: 3,000 Kbps)
- File format: MP4 or MOV
- Maximum length: 10 seconds

LEADERBOARD AD

- Dimensions: 728 x 90 pixels
- Maximum file size: 50KB
- File formats: JPEG, GIF
- Include URL link

HALF-PAGE AD

- Dimensions: 300 x 600 pixels
- Maximum file size: 50KB
- File formats: JPEG, GIF
- Include URL link

FEATURED MEMBER

- Image dimensions: 125 x 125 pixels at 72 dpi resolution
- Maximum file size: 50KB
- File formats: JPEG, PNG
- Include URL link (or choose to link to your ISSA.com Buyers' Guide listing)

E-NEWSLETTER BANNER ADS

- Premier banner dimensions: 600 x 75 pixels
- Spotlight banner dimensions: 300 x 250 pixels
- Maximum file size: 50KB
- File formats: GIF, JPEG
- Specify *ISSA Times* or *CleanScene*; choice of one or both.
- Animation: Some email applications only display the first frame of the banner ad; animation is at the advertiser's discretion. Materials are due the 20th of the month prior.

FEATURED PRODUCT OF THE MONTH

- Maximum image dimensions: 200 x 200 pixels (sized down to 150 x 150 pixels in the e-newsletters)
- File formats: GIF, JPEG
- Include 50-word product description and URL link
- Maximum file size: 50KB

SEND AD MATERIALS TO: ELECTRONICAD@ISSA.COM.