

# Electronic Ad Sizes and Materials Specifications



- Maximum File Size: 100 kb
- Color setting: RGB
- Accepted file formats for e-newsletters: JPEG
- Accepted file formats for Web sites: JPEG, GIF, animated GIFh
- Maximum loop time for animated files: 15 seconds, set loop to continuous
- Web address to which the ad should be linked

- Third-party ad files are not accepted
- Email electronic ad files with Web address to [admaterials@glass.org](mailto:admaterials@glass.org).
- Deadline: Friday before insertion date

Questions? Contact Beth Moorman toll free at 866/342-5642 (local 703/442-4890 local) ext. 122.

## Website Ad Sizes

Banner . . . . .	475 pixels wide x 100 pixels tall
Square . . . . .	250 x 250 pixels
Sidebar (WindowandDoor.com only) . . . . .	250 pixels wide x 90 pixels tall
Leaderboard (home page only) . . . . .	728 pixels wide x 90 pixels tall
Skyscraper (secondary pages only). . . . .	120 pixels wide x 600 pixels tall

## e-Newsletter Ad Sizes

Banner . . . . .	475 pixels wide x 100 pixels tall
Sidebar . . . . .	157 pixels wide x 190 pixels tall

### Featured Product

- 75–100 words of text and a color photo measuring approx. 250 pixels wide/tall
- NGA cannot accommodate:
  - Linked images on the website
  - Animated GIFs (in newsletter and website) or videos (in newsletter)
  - More than one image on the Product pages of the website
  - Different color backgrounds in newsletter
- Special requests must be submitted at least one week prior to the insertion date
- No changes will be accommodated later than the close of business the day before distribution