## **SmartBrief**

## **ADVERTISING SPECS**

- All ad creatives must be site-served. SmartBrief can accept 3<sup>rd</sup> party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

## AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.

	SmartBrief News for industry professionals SIGN UP - SHAT
BILLBOARD Creative Size: 970 x 250 File Size: 250k maximum File Type: GIF/JPEG/PNG Click Through URL Animation: 15 seconds maximum Note: Ad will display at 650x167 in desktop view and scale on mobile devices. Note: Creatives sized at 728x90 may also be accepted	NEWS SECTION 1         Lessons from an unexpected CEO         John Murdock became a first-time CEO after his predecessor died, and he has tried to lead by example on collaboration and transparency. "Even though on any given day I have a million things to attend to, I make time to walk the floor, talk to people and generally let people know I'm available," he writes.         Full Story: Chief Executive online (2/13):         Image: Chief Executive online (2/13):         Determine the individual development planning, ty a collaborative approach that includes oc-workers, customers and others who know the employee and are willing to support their growth, writes Julie Winkle Guilduni. "A collaborative development planning approach assumes that more minds will lead to higher-quality plans and greater growth, "she writes. Full Story: SmartBrief/Leadership (2/13):
<ul> <li>HALF-PAGE AD UNIT</li> <li>Ad Image: 600 x 300; 250k maximum; GIF/JPEG/PNG</li> <li>Headline: 40 characters, excluding spaces</li> <li>Ad Copy: 250 characters, excluding spaces</li> <li>Click Through URL</li> <li>Sponsor Logo (Optional): <ul> <li>120 x 60; 50k maximum</li> <li>PNG preferred; Logo image should be provided with transparent background</li> </ul> </li> </ul>	600 × 300 Lorem ipsum dolor sit amet orci aliquam Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed feugiat id ex sit amet ullamcorper. Mauris volutpat, justo non facilisis hendrent, mi nulla sollicitudin enim, vitae ornare nulla libero eu orci. Morbi dapibus malesuada quam et efficitur. Click here! ADVERTIGEMENT
	NEWS SECTION 2 Empower employees to provide great customer s Empower employees to provide great customer s Companies such as Zappos and Nordstrom set the ba oustomer service by empowering and training employ easing a culture around stories, shared vocabulary i of pride, writes Micah Solomon. "Employees are not, words, just interchangeable cogs, nor are they serifs to exploited solely for their labor," he writes. Full Story: Forbes (2/10)