

FEATURED CONTENT SPECS

- All ad creatives must be site-served. SmartBrief can accept 3rd 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.

SECTION HEADER

- **Section Header:** 30 characters, excluding spaces

FEATURED CONTENT SECTION NAME

Sponsored content from [Advertiser Name]

Featured Content includes section header in combination with one of the following formats:

HEADLINE UNIT

- **Headlines:** 30-50 characters, excluding spaces
 - Click Through URL
 - Section may include up to 5 headlines

FEATURED CONTENT SECTION NAME

Sponsored content from [Advertiser Name]

- **Lorem ipsum dolor sit amet, consectetur cras amet**
- **Lorem ipsum dolor sit amet, consectetur cras amet**
- **Lorem ipsum dolor sit amet, consectetur cras amet**
- **Lorem ipsum dolor sit amet, consectetur cras amet**
- **Lorem ipsum dolor sit amet, consectetur cras amet**

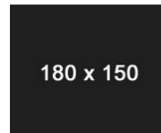
SUMMARY UNIT

- **Headline:** 30-50 characters, excluding spaces
- **Summary:** 300 characters, excluding spaces
- **Image:** 180x150, 50k max, GIF/JPEG/PNG
 - Click Through URL
 - Section may include up to 2 summaries

FEATURED CONTENT SECTION NAME

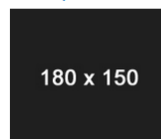
Sponsored content from [Advertiser Name]

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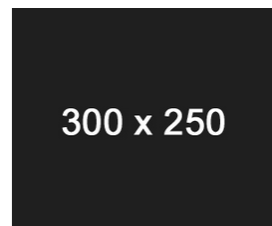
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300x250 UNIT

- **Headline:** 30-50 characters, excluding spaces
- **Summary:** 350 characters, excluding spaces
- **Image:** 300 x 250, 50k max, GIF/JPEG/PNG
 - Click Through URL
 - Section may include 1 version per issue

FEATURED CONTENT SECTION NAME

Sponsored content from [Advertiser Name]



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