



Requirements for Submitting Digital Advertising

Website Listing

These appear in the appropriate section of the website and are also used in featured listings.

- Photo 1920 w x 1080 h pixels
- Headline Up to 42 characters
- Body Up to 140 characters
- Click through URL

WEBSITE LISTING PHOTOS
1920 X 1080 PIXELS

Must be in landscape (horizontal) orientation.

Run of Site Banner Ads

A two-panel module that displays throughout the website.

- Photo 597 w x 388 h pixels
- Headline Up to 60 characters
- Body Up to 242 characters
- Click through URL

RUN OF SITE BANNER AD PHOTOS
597 X 388 PIXELS

Landscape (horizontal) orientation.

Spotlight Ads

These appear on targeted pages throughout the site in a four-panel module.

- Photo 609 w x 396 h pixels
- Headline Up to 42 characters
- Body Up to 84 characters
- Click through URL

SPOTLIGHT AD PHOTOS
609 X 396 PIXELS

Landscape (horizontal) orientation.

Mobile Footer Ads

Banner ads that appears on the bottom of every mobile page.

- Photo 190 w x 143 h pixels
- Headline Up to 18 characters
- Body Up to 62 characters
- Click through URL

MOBILE FOOTER AD PHOTOS
190 X 143 PIXELS

Landscape (horizontal) orientation.

Premium Page Sponsor Ads

These appear on targeted pages throughout the site in a four-panel module.

- Photo 850 w x 769 h pixels
- Headline Up to 36 characters
- Body Up to 300 characters
- Click through URL

PREMIUM PAGE SPONSOR AD PHOTOS
609 X 396 PIXELS

Landscape (horizontal) orientation.

Digital Coupons

These appear on the coupon page on SpringfieldMo.org as well as randomly at the footer of many additional pages throughout the site.

- Photo or logo 597 w x 402 h pixels
- Coupon title/offer Up to 44 characters
- Coupon details Up to 84 characters
- Click through URL

DIGITAL COUPON PHOTOS
597 X 402 PIXELS

Landscape (horizontal) orientation.

E-Newsletter Banner Ad

Banner ads appear in our bi-monthly e-newsletters.

- Photo or logo 728 w x 90 h pixels
- Click through URL

E-NEWSLETTER BANNER AD

728 X 90 PIXELS

Submitting Your Ad

We require a color digital file, in the specified pixel dimensions so that it will appear correctly on the website or in the eNewsletter.

Digital Ads must be supplied in JPEG or GIF format.

- Use the exact pixel dimensions listed above
- RGB color
- Save at high JPEG or GIF quality setting

E-mail your files to: advertising@springfieldmo.org

These layouts are for reference only and are not actual size.

If you need help designing or submitting your ad, please contact your sales associate for more information.