

# TCBMAG.COM | AD SPECIFICATIONS

## Run of Site Banner Ads

### Premium Sizes

Ad units	Size	File Size
Billboard	970x250	70k
Half Page	300x600	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

*\*Please provide all sizes*

### Standard Sizes

Ad units	Size	File Size
Leaderboard	728x90	70k
Half Page	300x600	70k
Medium Rectangle	300x250	70k
Mobile Banner	320x50	70k

*\*Please provide all sizes*

- Accepted media includes: GIF, JPEG, HTML5
- A one pixel border is required around ads with no background color
- Third Party ads and verification accepted
- All animated advertising: 15 seconds, 3X loop maximum
- URL/website address that you would like your ad to link to

## Interstitial

- Ad Size: 550x480
- Link: Supply URL for link
  - Accepted media includes: GIF, JPEG, HTML5
  - A one pixel border is required around ads with no background color
  - Third Party ads and verification accepted

## Recent News Sponsorship

- Logo: 120x60, 72dpi
- Link: Supply URL for link
- Ads: 970x250, 300x600, Mobile: 300x250, 320x50 in 70k file size  
*\*Please provide all sizes*

## Digital Edition Sponsorship

- Logo: 120x60, 72dpi
- Link: Supply URL for link
- Ads: 728x90 in 70k file size

## Digital Ad Material Submissions

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com)

Larger files can be uploaded at:

[mspaduploader.com](http://mspaduploader.com)

**Username:** mspads

**Password:** sonic

For ad material production questions, contact  
Tim Dallum, Production Manager  
[tdallum@tcbmag.com](mailto:tdallum@tcbmag.com) | 612-336-9245

# NEWSLETTER | AD SPECIFICATIONS

## Briefcase

Ad units	Size	File Size
Leaderboard	728x90	70k
Medium Rectangle	300x250	70k

*\*No animation allowed. Accepted media: GIF or JPEG*

### Text Ads

- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL for link

### Expanded Text Ads

- Logo/Photo: 150x200, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL for link

## Adrenaline

Ad units	Size	File Size
Medium Rectangle	300x250	70k

*\*No animation allowed. Accepted media: GIF or JPEG*

### Text Ads

- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL for link

## Headway

Ad units	Size	File Size
Medium Rectangle	300x250	70k

*\*No animation allowed. Accepted media: GIF or JPEG*

### Text Ads

- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL for link

## Keynote

Ad units	Size	File Size
Leaderboard	468x85	70k
Medium Rectangle	300x250	70k

*\*No animation allowed. Accepted media: GIF or JPEG*

### Text Ads

- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL for link

## MarketVoice

### Text Ads

- Logo: 118x110, 72 dpi.
- Headline: 50 character maximum
- Text: 50 word maximum
- Link: Supply URL for link

## Pulse

Ad units	Size	File Size
Medium Rectangle	300x250	70k

*\*No animation allowed. Accepted media: GIF or JPEG*

### Text Ads

- Logo: 90x70, 72 dpi.
- Headline: 50 character maximum
- Text: 150 character maximum
- Link: Supply URL for link

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**Username:** mspads

**Password:** sonic

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