

# Electronic Ad Sizes and Materials Specifications



*e-glass weekly™*



**WD** & weekly™

- Maximum File Size: 100 kb
- Color setting: RGB
- Accepted file formats for e-newsletters: JPEG and GIF
- Accepted file formats for Web sites: JPEG, GIF, animated GIF or Flash
- Maximum loop time for animated files: 15 seconds, set loop to continuous
- Web address to which the ad should be linked; Flash files must have link already embedded
- Third-party ad files not accepted

## Web Site 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 Products	75 words of text and a color photo measuring approx. 250 pixels

## Materials Submission

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.