



## RUN OF SITE ADVERTISING

SIZE	DIMENSIONS (W× H)	MATERIAL DUE	FILE TYPES	FILE SIZE
<b>Leaderboard</b>	728 x 90 px <b>and</b> 300 x 90 px (for mobile)		gif, swf, jpg	Max: 40k Flash: max 40K Back up: 40K
<b>Big Box</b>	300 x 250 px	5 business days prior to the first of the month		

## NEWSLETTERS

<b>Leaderboard</b>	728 x 90 px <b>and</b> 300 x 90 px (for mobile)		jpg Max loops: 3 <b>No:</b> rich media <b>No:</b> Flash	Max: 40k
<b>Big Box</b>	300 x 250 px	5 business days prior to the delivery date of the newsletter		

## E-BLASTS\*

Exclusive message with HTML links.  
Limited availability.  
Database segmentation available.

<b>E-Mail</b>	640 x 420 px	5 business days prior to the delivery date of the e-mail	jpg, PDF Accept rich media	Max: 40k
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\*for full specifications, visit [www.newcom.ca/advertise/e-blasts.html](http://www.newcom.ca/advertise/e-blasts.html)

## BUYERS' GUIDE PREMIUM LISTING

Material can be uploaded to your listing effective immediately.

<p><b>Pictures:</b> jpg, jpeg, jpe, gif, png Optimal file size: 625 x 475 pixels</p> <p><b>Logos:</b> jpg, jpeg, jpe, gif, png Max. width: 275 px / Max. height: 175 px</p>	<p><b>Video:</b> mpg, mpeg, mpe, mov, qt</p> <p><b>Documents:</b> pdf, htm, html, shtml, txt, doc, dot, docx, xls, xlsx, ppt, pptx, rtf (Please include a title for each file)</p>
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