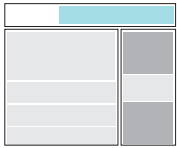
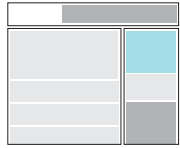


avenue Website Production Specifications



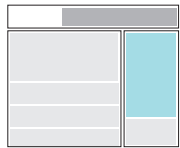
STANDARD LEADERBOARD (NEED BOTH DESKTOP & MOBILE SIZES)

- Desktop Leaderboard: 728w x 90h pixels
- Mobile Leaderboard: 320w x 50h pixels
- Expandable Leaderboard: Collapsed 728w x 90h pixels, Expanded 728w x 315h pixels, Fallback image 728w x 90h pixels



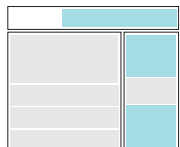
STANDARD BIG BOX

- Standard Big Box: 300w x 250h pixels
- Expandable Big Box: Collapsed 300w x 250h pixels, Expanded Flash 600w x 250h, Fallback image 300w x 250h



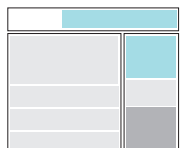
STANDARD DOUBLE BIG BOX

- Static Double Big Box: 300w x 600h pixels
- Expandable Double Big Box: Collapsed 300w x 600h pixels, Expanded maximum: 600w x 600h, Fallback image 300w x 600h pixels



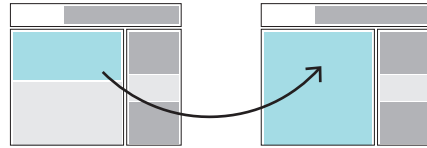
HOMEPAGE OR SECTION TAKEOVER

- Leaderboard, 1 Double Big Box & 3 Big Boxes



COMPANION

- 1 Leaderboard & 1 Big Box



FEATURED PARTNER

- Logo: 72 dpi, 200w pixels, .jpeg, .png, .gif
- Headline copy: maximum 60 characters
- Introductory summary: one sentence, maximum 75 characters
- Up to 3 images: 72 dpi (max), 900w x 600h pixels (min), .jpg, .png, .gif
- Edited body copy: maximum 500 words - copy should be article style and will be reviewed and optimized by our marketing editor
- Social media links, web URL, full address, phone number, hours, pricing

SPONSORED CONTENT

- Our digital team can design custom solutions for branded editorial content to drive user engagement for your brand. Inquire with your account executive.

CONTESTS

- An online contest is a high-impact way to build brand awareness and social media reach.

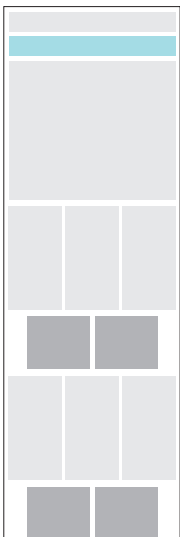
REQUIREMENTS:

- Max file size 150kb, RGB, 72 dpi, .jpeg, .png, or .gif.
- Third-party server accepted.
- No sound.
- Please include URL separately with file submission if not built into file.
- Expandable creatives must be supplied as 3rd party server.
- Must ensure "click-through tags" are correctly built and working.
- Flash files are not supported. HTML5 files are recommended.

RECOMMENDATIONS:

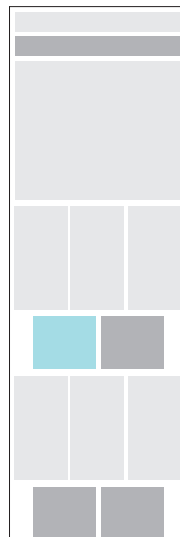
Maximum 25 words and minimum 12-point font for legibility.

Newsletter Production Specifications



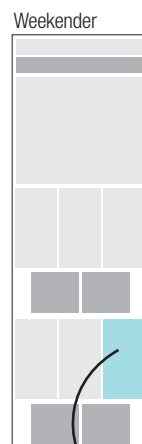
STANDARD LEADERBOARD

- 728w x 90h pixels



STANDARD BIG BOX

- 300w x 250h pixels



Weekender



Food / Style

FEATURED PARTNER LISTING

- Logo: 72 dpi, 200w pixels, .jpeg, .png, .gif
- Headline copy: maximum 60 characters
- Introductory summary: one sentence, maximum 75 characters
- Up to 1 image: 72 dpi (max), 900w x 600h pixels (min), .jpg, .png, .gif
- Edited body copy: maximum 300 words - article style (third-person)
- Social media links, web URL, full address, phone number, hours, pricing

AVENUECALGARY.COM/ADVERTISE
AVENUEEDMONTON.COM/ADVERTISE
FOR EXAMPLES AND MORE INFORMATION

Production Contacts:

CALGARY

webads@AvenueCalgary.com
Tel: 403-232-7717

EDMONTON

production@AvenueEdmonton.com
Tel: 780-451-1379

REQUIREMENTS :

- Max file size 150kb, RGB, 72 dpi, .jpeg, .png, or .gif.
- Must ensure "click-through tags" are correctly built and working.
- Third-party server, .swf and html5 files not accepted.
- Include a 0.25 point stroke border.

RECOMMENDATIONS:

Maximum 25 words and minimum 12-point font for legibility.