ADVERTISING SPECIFICATIONS 2020

RUN OF SITE BANNERS

CBE ASSET	AD SPECIFICATIONS	ADDITIONAL MATERIALS NEEDED
600x75 Leader & Footboard banner	300kb .jpg/.png or 300kb .gif	advertisers URL or tracking link
300x250 Medium Rectangle banner	300kb .jpg/.png or 300kb .gif	advertisers URL or tracking link
300x600 Skyscraper banner	350kb .jpg/.png or 350kb .gif	advertisers URL or tracking link
Contextual Link	maximum 25 words of copy	advertisers URL or tracking link
1220x120 Super Leader/Footboard banner	500kb.jpg/.png or 500kb .gif	advertisers URL or tracking link
500x350 Pop Up banner	350kb.jpg/.png	advertisers URL or tracking link

WEB & E-NEWSLETTER ASSETS

CBE ASSET	AD SPECIFICATIONS
Product & Service Press Release	800-1200 word press release, logo + 4 graphics + headline- 10 words/120 characters max. Logo 300x200 or aspect ratio of 3:2 - 2MB
Sponsored Poll Banner 300x250 & Logo 120x60	Advertiser Bio - 45 words, one question- 200 character maximum, six answers/80 characters each max. & the advertisers URL or tracking link. 300x250 - 300kb .jpg/.png | 120x60 Logo - 300kb .jpg/.png
Featured Video Logo 120 x 60	1. Video in MP4 Format max length 3 minutes, resolution 640x480 (350kb .jgp/.png max file size 500kb .gif) 2. Video Thumbnail for the E-Newsletter Promotion 560x513 (350kb .jgp/.png max file size 500kb .gif) 3. Video Headline for the E-Newsletter 1-8 words max 75 characters 4. 120x60 Logo with URL to link to (logo 300kb .jpg/.png) 5. 80 words of copy appears on the CBE Featured Video page. Include a call to action.
White Paper Post Logo 120x60 & 600x75 banner	White Paper PDF, logo 120x60/300kb .jpg/.png, 600x75 banner 300kb .jpg/.png plus 40-45 words copy & advertisers URL or tracking link
EVENT & WEBINAR LISTING OR PROMOTION	**AD SPECIFICATIONS**
1X Sponsored Event or Webinar Listing	80-120 words of copy maximum & advertisers URL or tracking link
Event or Webinar Promotion Program Banners 300x250, 300x600 & 600x75	See ROS specs for banner sizes plus 80 -120 words of copy & the advertisers URL or tracking link
List Sponsorship Program Banners 728x90, 300x250 & 600x75	728x90 -350kb.jpg/.png or 500kb .gif plus see ROS specs for 300x250 & 600x75 specs & advertisers URL

E- NEWSLETTER

AD SIZE/DESCRIPTION	AD SPECIFICATIONS	
Exclusive Sponsor Banners 1X 600x300, 2X 600x150 & 2X 600x75	600x300 - 350kb.jpg/.png, 600x150- 350kb .jpg/.png, 600x75 - 300kb .jpg/.png banners & advertisers URL	
600x150 Leaderboard banner	350kb .jpg/.png	advertisers URL or tracking link
600x75 Positions 2 thru 8 banners	300kb .jpg/.png	advertisers URL or tracking link
PSA E-MAIL BLAST	See CBE PSA Ad Specifications Page	

BUSINESS DIRECTORY - FEATURE & SPOTLIGHT UPGRADES

AD SIZE/DESCRIPTION	AD SPECIFICATIONS	ADDITIONAL MATERIALS NEEDED
FEATURE Listing - 120x60 logo	300kb .jpg/.png	30-40 words of copy & URL or tracking link
SPOTLIGHT Listing - 120x60 logo	300kb .jpg/.png	80-90 words of copy & URL or tracking link

WEBINARS

See Webinar PDF's for Customized Ad specifications

MATERIAL SUBMISSION GUIDELINES:

Creative materials are due two (2) calendar weeks before the contracted publish date. Send materials to: colleenh@cbepress.com or creative can uploaded as follows and & you must alert us that you have uploaded materials to: https://www.cannabisbussexecutive.com/creative-submission/

Call Colleen Hobbs at 301-776-8763 with any questions

If CBE has not received creative within 5 days before the contracted publish/flight date, or material submitted is deemed unacceptable, it is the publisher's sole discretion to either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the advertiser and/or agency for any advertising space reserved by them.