VISTAGRAPHICS, INC.

Solution-Based Media

Visitors Guide Magazines • Coastal Virginia Magazine • CoVaBIZ Magazine • Coastal Virginia Weddings • Lynchburg Living • Lynchburg Business • Central Virginia Weddings • Virginia Guide

VDA — VISTA DIGITAL AGENCY

Programmatic/Target Display File Specifications

RECOMMENDED AD FORMATS:

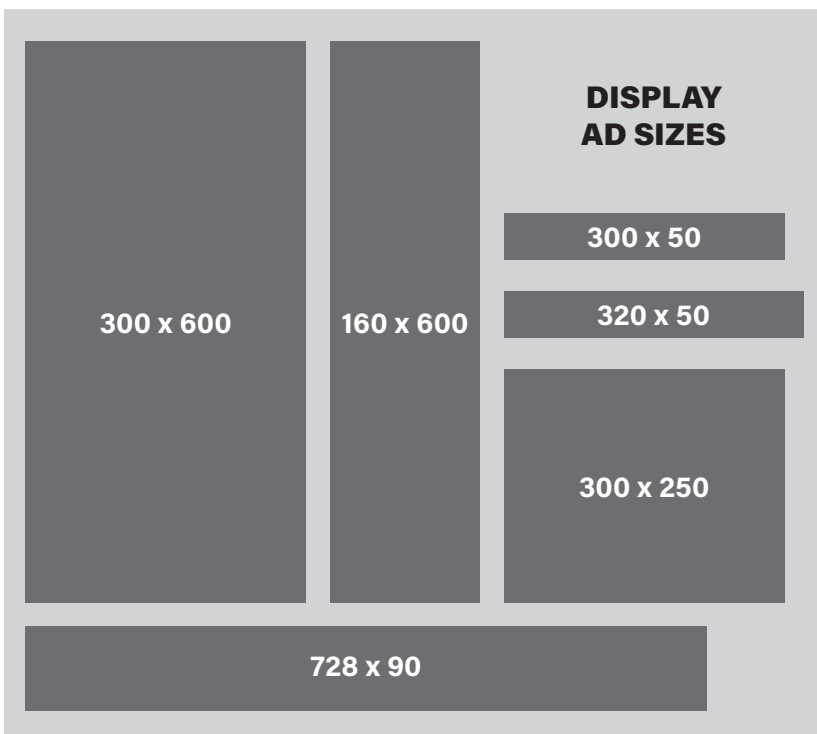JPG OR .PNG (Static Image)

DISPLAY AD SIZES:

160 x 600	Wide Skyscraper
300 x 250	Medium Rectangle
300 x 50	Banner
300 x 600	Half Page Ad Unit
320 x 50	Mobile Leaderboard
728 x 90	Leaderboard

DISPLAY AD SIZES

300 x 600

160 x 600

300 x 50

320 x 50

300 x 250

728 x 90

Specifications:

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible

- Creatives must occupy the entire space of the image size you've chosen

- Creatives cannot appear sideways or upside down

- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad

- Creatives with partially black or white backgrounds, must have a visible border of a contrasting color to the majority background color of the ad

- File size must be under 150 KB or smaller

Prohibited Characteristics:

- Promote online gambling (paid, free, or gateway to paid gambling; brick-and-mortar gambling is acceptable)

- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content

- Portray partial or complete nudity, pornography, and/ or adult themes, and obscene content

- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind

- Delivering surveys via floating layers, pop-ups or pop-unders

- No explicit language, no spelling mistakes, no simulated expletives (e.g., #$%!)

Production Contact:

Your Local Account Executive or Sales Coordinator call 757-422-8979 ext. 156

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www.vistagraphicsinc.com