

# E-Newsletter Specifications

SPECIFICATIONS FOR BANNER ADVERTISEMENTS & SPONSORED CONTENT

## Banner advertisement

- ▶ We offer 2 banner ad size options

Asset	Specification	File Types
Banner option 1	728 (W) x 90px (H)	GIF   PNG   JPG
Banner option 2	728 (W) x 197px (H)	GIF   PNG   JPG

## Sponsored content

- ▶ Will link to your sponsored content post on our website
- ▶ When supplying your body copy, please specify the following;
  - ▶ A headline to appear in the e-news and website
  - ▶ A snippet (around 50 words max) to appear in the e-news

Asset	Specification	File Types
Body copy	up to 1000 words	Word   PDF   Email
Snippet copy	up to 50 words	Word   PDF   Email
Website image	up to 1000 (W) x 1000px (H)	PNG   JPG
Additional images	up to 800 (W) x 800px (H)	PNG   JPG
E-news image	300 (W) x up to 300px (H)	GIF   PNG   JPG

### Please also supply

- ✓ Your **company logo** to appear at the bottom of your sponsored content post on our website (PNG or JPEG, up to 500px (W), with link)
- ✓ Any call to action/offer with additional links you wish to use
- ✓ Your company **contact details**

### Please note

- ▶ You can supply multiple images however their inclusion will be at the discretion of APRS Media Creative. We will do our best to include all of your assets. Please specify the location within your body copy for additional images and provide any links.
- ▶ The publications assets at the top of the email and the foot must remain for the purposes of the publisher APRS Media.
- ▶ E-Newsletter structure can vary based on the editor's discretion, however banner placement will remain constant.
- ▶ We have template ready files for Photoshop available - please get in contact with [prepress@aprs.com.au](mailto:prepress@aprs.com.au)

## E-Newsletter Example

**AUSTRALASIAN MINE SAFETY JOURNAL**

**BANNER TOP**  
728 (W) x 90px (H) or 728 (W) x 197px (H)

**IMAGE**

**Headline**  
Introduction

**BANNER MIDDLE**  
728 (W) x 90px (H) or 728 (W) x 197px (H)

**IMAGE** **IMAGE** **IMAGE** **IMAGE**

**Headline** **Headline** **Headline** **Headline**  
Introduction Introduction Introduction Introduction

**READ MORE** **READ MORE** **READ MORE** **READ MORE**

**SUBSCRIBE BANNER**

**Current Edition**  
Introduction

**READ MORE**

**MAGAZINE COVER**

**BANNER BOTTOM**  
728 (W) x 90px (H) or 728 (W) x 197px (H)

**IMAGE** **IMAGE**

**SPONSORED**  
**Sponsored Content**  
Snippet  
(around 50 words)

**READ MORE**

**SPONSORED**  
**Sponsored Content**  
Snippet  
(around 50 words)

**READ MORE**

**EDITOR CONTACT**

**MAGAZINE LINK** **MAGAZINE LINK**