2023 DIGITAL SPECS



SPONSORED CONTENT

SPONSORED EDITORIAL

- Company Logo
- Company URL
- Photos or other images to accompany article
- Sources or materials for writer*

*Content of article to be discussed in initial discovery call with sales rep and/or editor.

SPONSORED STORY

- Company Logo
- Company URL
- 300-500 word article ready to publish with desired hyperlinks
- Photos or other images to accompany article

WEB CONTEST

- Company Logo
- Company URL
- Photo or display ad (at least 1000px wide) to serve as lead image
- 600x350 Newsletter ad promoting contest
- High quality image (at least 1080px wide) for social media

SPONSORED SOCIAL MEDIA

- 1-3 high quality photos (at least 1080px wide) or video formatted for social media*
- 2 4 sentences of copy (subject to light editing for style and grammar)
- · a URL to link, if desired
- Instagram and Facebook handles to tag as sponsor
- Any preferred hashtags (5 max)

NEWSLETTER DIMENSIONS

JPG, PNG, or Simple GIF (RGB, 72dpi, less than 13MB)



600px x 295px Weekend Best Bets On Stands Now



600px x 350px The Buzz



600px x 650pxFrom Our Partners
Great Destinations

*SOCIAL MEDIA VIDEO SPEC SHEET