DIGITAL AD SPECIFICATIONS

WOOD FLOOR
BUSINESS

WEBSITE AD SPECIFICATIONS

ASK ABOUT OUR RETARGETING OPTIONS!

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	NUMBER OF ADS PER PLACEMENT	ANIMATION	URL
BILLBOARD	Web: 1060x596	Up to 150kb	Animated.gif, .gif, .jpg, .png	Up to 3 with Unique URL	Yes - 3 loops, 15 seconds Max	Website Link
SUPER LEADERBOARD	Web: 970x250, 600x250 Mobile: 300x250		Animated.gif, .gif, .jpg, .png, html5			

*For more information about Premium Partnerships, contact your sales rep.

Use **HTML5 Validator** to check for errors in your code when submitting files. If the ad works in HTML5 Validator and is 150 KB or less, it should be accepted for use in Google Ad Manager.

HTML5 guidelines for Ad Manager

Limitations of HTML5 creatives in Ad Manager

E-NEWS AD SPECIFICATIONS (BANNER)

E-NEWS AD	DIMENSIONS	FILE SIZE	FILE FORMAT	ANIMATION	URL
BANNER (1, 2, 3, AND 4)	300 x 250	Up to 80kb	.jpg, .png, .gif	No	Website Link

SPONSORED CONTENT SPECIFICATIONS (NATIVE)

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	HEADLINE	BODY	URL
NATIVE	3:2 Aspect Ratio (ex: 1080x720)	750kb	.jpg, .png	High	**Recommended** <35 characters **Max** 75 Characters **Min** 20 characters	Short description for your link **Max** 255 characters **Min** 40 characters	Image must be clickable and lead to article/post

READY TO GET STARTED? CONTACT:
KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com

TECHNICAL QUESTIONS? CONTACT:
MARJORIE SCHULTZ
Digital Production Manager
(608) 729-4208
marj@woodfloorbusiness.com

RETARGETING SPECIFICATIONS

We strongly advise providing files for all ad sizes. Doing so will ensure that your ad can be placed on sites throughout the web. Providing only a portion of the sizes below will reduce the amount of impressions your retargeting campaign may receive.

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	LINKS
INLINE RECTANGLE	300x250	Up to 150kb	Image formats: .jpg, .png 3rd-party creative not accepted	High	Image must be clickable and lead to article/post
LEADERBOARD	728X90				
MOBILE BANNER	320x50 320x100				
WIDE SKYSCRAPER	160x600				
HALF-PAGE	300x600				
LARGE RECTANGLE	336x280				
SQUARE	250x250				
LARGE LEADERBOARD	970x90				

VIDEO SPECIFICATIONS

RECOMMENDED	FOR INSTAGRAM ONLY	SHOOTING WITH TABLET OR PHONE	FILE TRANSFER
Video Format: .MP4 and .MOV Video Dimensions: HD = 1920 x 1080 (1080p), 4K = 3840 x 2160 (2160p) Aspect Ratio: 16:9 Frame Rate: 30fps	Max Length = 60 Seconds If your video is longer than 60 seconds you can either edit the video down or specify which 60 seconds you would like us to edit.	Shoot in landscape mode (Sideways) If not your video may have black bars added on the sides when uploaded to social media.	Dropbox, Google Drive or similar services

Find more video pointers, see our **Sponsored Video Tips**

SPONSORED BLOG SPECIFICATIONS

Please send us: 400-words maximum; up to 3 photos; include author name, headshot and a brief bio; and, provide links to your social media accounts you'd like us to tag

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CUSTOM EMAIL SPECIFICATIONS

FILE REQUIREMENTS

- HTML (with or without CSS).
- Maximum width: 600 pixels.
- Image files (attached separately): .jpg, .png or .gif.
- Image resolution: 72 dpi or higher.
- Subject line: 50 characters or less.
- Preview text: 100 characters or less. (This short text at the top of the email serves as an extension of the subject line when viewed in the preview pane of an email browser.)

OR, HAVE WFB CREATE YOUR CUSTOM EMAIL

Provide one of the following:

- PREFERRED: A high-resolution PDF of the email layout to be re-created.
- No more than 250 words of copy and one or two images. Text will be copied and pasted exactly how it is received.

TEXT-TO-IMAGE RATIO

Suggested text-to-image ratio should be 60% copy to 40% graphics.

Don't rely solely on graphics to get your message across, as some email clients automatically disable images.

URL/EMAIL LINKS

Include a full list of URLs and/or email addresses and specify where they should be linked.

SPAM FLAGGING

Avoid spam trigger words to prevent your email from being tagged as spam by your customer's email server.

See **this article** for a list of common trigger words. https://moosend.com/blog/spam-words/

LEAD TIMES

All materials must be submitted five business days prior to scheduled email send date. (Late materials may result in a postponed send date.)

PROOFING PROCESS

Please include a list of email addresses that should receive a proof. If multiple emails are submitted, please specify who will give final approval.

A proof will be sent to you from woodfloorbusiness@marketing.woodfloorbusiness.com. This address may need to be whitelisted so it doesn't end up in spam.

Please check the proof carefully! Once it is approved, you are agreeing to spelling, layout and copy.

We are not responsible for errors or omissions after you have approved the final proof.

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SOCIAL MEDIA SPECIFICATIONS

Send your photo or video files, along with lead-in copy and your social media account URLs. Also, include a URL and we'll create a custom, trackable link and add it to your post. Images should be at least 600 x 600px.

	FACEBOOK	INSTAGRAM	X	LINKEDIN
RECOMMENDED TEXT CHARACTERS	40–80	138–150	71–100	50–100
RECOMMENDED HASHTAG LIMIT	No hashtags	10	2	No hashtags
IMAGE SIZE Send us the largest image you have. We'll do the cropping for each channel.	1200 x 630	1080 x 1080	600 x 335	1200 x 627
VIDEO Send us the video file and we will upload it.	60 minute limit	60 second limit	140 second limit	10 minute limit
ASPECT RATIO	16:9 or 9:16	1:1, 1.91:1, 4:5	1:2.39–2.39:1	1.91:1
MAX SIZE	4 gb	4 gb	512 mb	5 gb

SOCIAL MEDIA POINTERS

- Sponsored posts should inform and/or entertain, and therefore should not feature overly promotional copy.

- Let your content do the talking.

- For native video autoplays, use the first few seconds to capture attention. The majority of views will be limited to the first 60 seconds. (I.E. Don't have only your logo on screen right away.)

- Like, comment, and share— We encourage you to like, comment on, and share the content with your own accounts once it has been published by Wood Floor Business.

- Find more social media pointers see our **Social Media Tips**

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