

Website and Newsletter Banner Digital File Specifications:



Website Banner Sizes, CoVa Mag, CoVaBIZ & VisitVirginia.guide:

Size 1: w 728px x h 90px
Size 2: w 300px x h 250px
Size 3: w 300px x h 600px

Newsletter Banner Sizes:

CoVa Be Well: w 300px x h 250px
CoVaBIZ Break: w 300px x h 250px
CoVa Eats SS: w 300px x h 250px
CoVa Eats Peninsula: w 300px x h 250px
CoVa Home & Garden: w 300px x h 250px
CoVa Scene: w 300px x h 250px

CoVaBIZ BREAK

SPONSORED BUSINESS CONTENT:

Includes aprx. 40 words of copy and one image (384 x 275) in the newsletter with a link to a dedicated event listing



Website Banner Sizes, Lynchburg Living, Lynchburg Business & Central Virginia Weddings:

Size 1: w 728px x h 90px
Size 2: w 300px x h 250px
Size 3: w 300px x h 600px

Newsletter Banner Sizes:

Lynchburg Be Well: w 300px x h 250px
Lynchburg Home & Garden: w 300px x h 250px
Lynchburg Scene: w 300px x h 250px
Lynchburg Taste: w 300px x h 250px



Website In Article Banner Sizes:

Size 1: w 728px x h 90px
Size 2: w 300px x h 250px
Size 3: w 300px x h 600px

Misc. Newsletter Banner Digital File Specifications:

Newsletter Banner Sizes:

Cape Fear: w 300px x h 250px
Crystal Coast: w 300px x h 250px
Delaware Beaches: w 300px x h 250px
Eastern Shore Happenings: w 300px x h 250px
High Country: w 300px x h 250px
Ocean City: w 300px x h 250px

Shenandoah Valley Tourism: w 300px x h 250px
Tennessee Smokies: w 300px x h 250px
Virginia Beach: w 300px x h 250px
Virginia Beach Hotel Association: w 300px x h 250px
Virginia's Blue Ridge: w 300px x h 250px
VRLTA: w 300px x h 250px
Williamsburg: w 300px x h 250px

Design Tips:

Keep it simple... Less is more.

- 1) Include a "Call to Action" headline.
- 2) Include your logo and an image.
- 3) Include button that links to your website.
- 4) Use a readable font.

What Should I Send?

Keep it simple... Less is more.

- Use sizes pertaining to Website or Newsletter
- Send .jpg, png files
- Image resolution of 72dpi
- All color must be RGB

How To Send Materials?

Your Local Account Executive or Sales Coordinator call

Julie Goode
757-422-8979 ext 122
jgoode@vistamediainc.com