



## Digital Ad Specs

U.S. Ski & Snowboard accepts virtually all forms of ad formats that adhere to [IAB Display Advertising Guidelines](#).

## Digital Upload Portal

All digital ads, newsletter offers, and creative can be uploaded to U.S. Ski & Snowboard at the following link: <https://usskiandsnowboard.org/media-upload>

## www.USSkiandSnowboard.org Display Ads and Logos

For partner ads and logos that appear throughout USSkiandSnowboard.org

### Medium Rectangle: 300x250p

### Leaderboard: 728x90p

### Homepage Takeover: 970x250p

- File Types: .jpg, .gif, .png, .swf, HTML5, Rich Media
- Maximum Initial File Load Size — 40K max
- Animation Length - 0:30-second max (Must provide .gif or .jpg fallback images)
- Maximum Video and Animation Frame Rate — 24 fps

### Company Logo: 120x60

- File Types: .png
- Format: Black logo on transparent background

## Membership & Sport Education Newsletters Ads / Offers

Both display ads and Membership Offers are available for U.S. Ski & Snowboard's Monthly Membership Newsletters, and the quarterly Sport Education Newsletters (June, September, December, March)

### Display Ad: Leaderboard: 728x90

- File Types: .jpg, .png or .gif
- Recommended Maximum Initial Download File Weight — 40K max

### Membership & Sport Education Newsletter Offer:

- Text copy – 60-90 words
- Image – 650p horizontal, File Types: .jpg, .png or .gif
- Headline – Please provide 8-10 word suggested headline
- Link – Please include click-through URL.



### **Custom eBlasts**

- HTML file with hosting images, OR Image with a maximum width of 650p wide.
- If Image is used, please include landing/tracking link/code (Image mapping available)
- File Types: .jpg, .png or .gif
- Maximum Initial Download File Weight — 100K max
- Suggested Subject Line: i.e. U.S. Ski & Snowboard Members save 25% on Salomon
- Reply to: email (i.e. customerservice@yourcompany.com)

### **DEADLINES**

Membership Newsletter deadlines are the 15th of the month. eBlast deadlines are 72 hours prior to publication.