

TWICE eNewsletters are available in both HTML format and TEXT format. Because our subscribers choose the version they would like to receive, advertisers must provide creative for both HTML and TEXT emails.

Materials Due:

Creative is due 5 business days before scheduled launch date.

Submit creative materials to: adsentertainment@reedbusiness.com.

Subject line should follow this format:

"TWICEeNews-AC-Advertiser Name-Newsletter Name-Deployment Date(s) of Newsletter"

Example: AC- XYZ Electronics-CountdowntoCES-12/8/09

Mechanical Specifications:

Ad Unit	Size	File Size
Leaderboard 1, 2	728x90	100K
Skyscraper	160x600	100K
Large Rectangle	336x280	100K
Middle Banner	468x60	100K
Bottom Leaderboard	728x90	100K
Bottom Rectangle	336x280	100K

Static Ad formats:

Gif and jpeg 72 dpi, indexed or RGB Color. No interlaced gifs, max file 100k

Gifs can be set at 8 bit

Animation Format: Animation Allowed. File size not to exceed 100k. Slow animation preferred (5 layers max). Blinking ads are prohibited. If composing your animated images from a Mac, be sure to zip the file(s) prior to sending to ensure the animation will remain intact.

MS Outlook 2007 users cannot view animated eNewsletter banner ads.

Ads in Flash format are not allowed as most email clients block flash content

General Policies

All advertisements must be approved by TWICE before appearing on the website. We reserve the right to reject any ad for any reason whether or not it meets the standards described herein. Ads may not use the name, logo, or look and feel of TWICE or any of their respective products or features without our consent.

Please direct any other mechanical questions to Marty Idziak at 630-288-8329 or marty.idziak@reedbusiness.com.

For Advertising Space Information Please Contact:

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