



# green lodging news®

the lodging industry's leading environmental news source

## Ad Specifications

### Banners:

- 728 X 90 or 468 X 60 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

### Side Box Ads:

- 300 X 150 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

### Skyscraper Ads:

- 180 X 600 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

### Button Ads:

- 180 X 150 pixels, 50k, Animation: unlimited looping.
- 4-to-5-second pause with .2-second transition.
- GIF files accepted for website & newsletter.
- All supplied URLs must be active when ad is submitted.
- Be sure to send ad without border.

### Website & Newsletter Featured Product Ads:

- 120 X 140 pixels image—50k, jpeg or GIF, 85-word business description that includes phone and e-mail address, and link to company website.

### Green Product & Service Directory:

- 120 X 140 pixels image, 50k—jpeg or GIF image, 85-word business description that includes phone and e-mail address, and link to company website.

### Ad design assistance available!

Send all ad materials to [greenlodgingnews@gmail.com](mailto:greenlodgingnews@gmail.com).

