

## Tribune Interactive Opt-in Email Newsletters Advertisements Guidelines

- Ad specs for text: 250 – 300 characters with 1 link (this is approximately 55-60 words or 4 lines of text.; note this does not include character or word count for link line/text)
- Ad specs for HTML: 468 pixels wide by 60 pixels deep (15K max)
- Ad copy due 2 working days before ad is scheduled to run

NOTE: All text ads will be placed within space marked at top of ad and bottom of ad with:

\*\*\*\*\*ADVERTISEMENT\*\*\*\*\*

- Ads available in one of four places:
  - Sponsor: mention advertiser below title and place ad below headlines/table of contents
  - Top: place ad below first story
  - Middle: place ad anywhere between first story and last line of newsletter
  - Bottom: place ad below last line of newsletter
- All newsletters include:
  - Unsubscribe text that cites the particular newsletter
  - Unsubscribe text that indicates correct unsubscribe address
  - Unsubscribe text that indicates e-mail address under which subscriber is subscribed
  - Trackable links (editorial and advertising)
- Pricing
  - See Advertising Rates section.
  - Recommended pricing has been developed in connection with the following variables:
    - Size of subscriber list
    - Frequency of delivery
    - Newsletter category (News, Sports, Entertainment, TV Show Updates, Hurricane, Jobs/Homes)
    - Placement within newsletter