



# Dulles Triangles 30<sup>th</sup> Anniversary Gala Advertising Specifications

## Ad Styles and Ratios

There are four classes of ads available for the Gay-la in both print and online formats (with the exception of the eMinder—see below), and a fifth that is online-only. Each is expressed as a ratio of *width* to *height*, with units dependent upon the medium in which the ad will appear.

Square	Vertical	Horizontal	Banner	Mobile banner
1:1	2:3	3:2	4:1	3:1

## Printed Ads in the Program Book and on Event Signs

Ads for print publication need to be submitted with photographic material as 300 DPI images (TIFF or JPEG formats). Logos and textual elements must be submitted in vector formats (EPS, PDF, or SVG). All text must be converted to curves or have their fonts included in OpenType format.

Event signs will be printed on white foam core boards and displayed on easels.



## Online Ads

### Facebook

Ads on Facebook will be posted as Discussion items and may contain multiple images. If a single image will be used, it should be sized at 1,200 × 600 pixels for greatest fidelity. You may include more than one link in your Facebook ad, but the primary link must be to your organization.

### The Dulles Triangles Web Site

Ads posted to the Dulles Triangles Web site will be single clickable images with a destination Web address (e.g., to your organization's home page).

Because our site's platform uses different layout modes for desktop and mobile presentation, you will need to supply two images: one aimed at displays with a 16:9 ratio (1,440 × 900 pixels or larger), and one aimed at mobile device displays with an approximate ratio of 5:9.

## The weekly eMinder newsletter

Dulles Triangles sends a weekly e-mail to its subscribers with a fixed content width of 600 pixels. A variety of different ad sizes are available within that content width, as described on the opposite side of this guide; note that some sizes are limited to certain sponsorship levels.

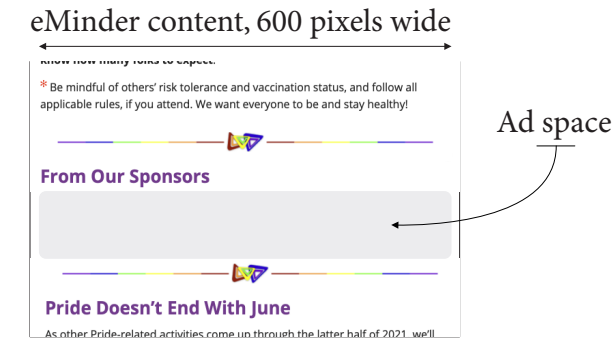


For the eMinder weekly newsletter, ad sizes are as follows (dimensions are in pixels):

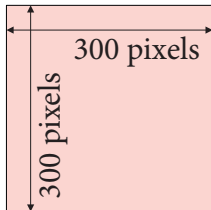
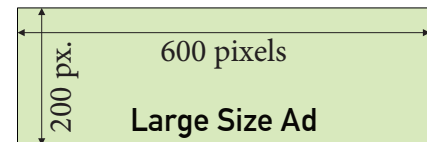
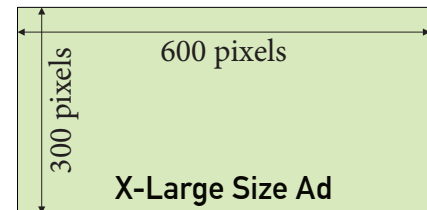
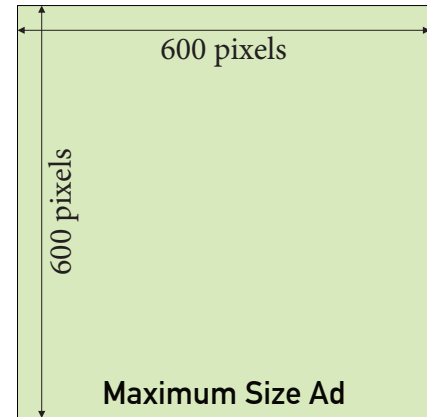
600 × 600 \$3,500 sponsors only	300 × 300	300 × 100
600 × 300 \$3,500 sponsors only	300 × 200	200 × 200
600 × 200 \$1,500 and \$3,500 sponsors	300 × 150	200 × 100

Each eMinder issue may have a single 600 × 600 pixel ad *or* some combination of smaller sizes, up to a maximum of 600 × 600 pixels. This could be one 600 × 300 followed by two 300 × 300 ads; four 300 × 300 pixel ads; or some other combination determined at the time of publication.

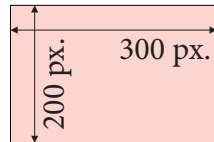
Refer to the diagrams below to get a better visual sense of the layout of eMinder ads.



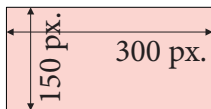
**Premium Sponsor eMinder Ad Sizes**



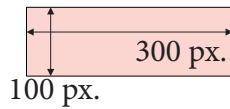
**Standard Size Ad**



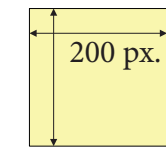
**Medium Size Ad**



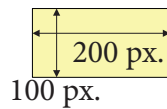
**"30/15" Size Ad**



**"30/10" Size Ad**



**"Mini" Size Ad**



**"Micro" Size Ad**

