Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

HFM Website: Banners & Video
Advertisers are required to provide two sizes for display ads. For video ads, please provide a YouTube or Vimeo URL.

1x1 Display Ad
- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

8x1 Display Ad
- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

Sneaker Ad
- Static ad size: 728x90
- Weight/load: 140KB

Accepted formats: Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. File weight cannot exceed 140KB, be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

Additional requirements: The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect website performance. If a sponsorship/takeover is purchased (all ad spots) only two animated ads will be allowed.

HFM Website: Press Release
- JPG or PNG logo, minimum 700 pixels wide at 72 dpi
- 10-15 word sub-headline
- Target URL to company site or content

HFM Website: Sponsored Article
Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: 1,200-1,500 words
- Author's name and title
- Header image: 700x468 static JPG

Additional items
- Sponsor agrees to follow and abide by ASHE's policy and guidelines
- Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

Ad Retargeting
For the best results, we recommend advertisers provide four ad sizes:

- 300x250
- 728x90
- 160x600
- 180x150

Accepted formats: JPG, GIF, and PNG files; no Flash. Maximum file size is 140KB for each creative.

HFM Digital Edition & Email Alert
Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

Email alert
- Banner: 728x90; 40KB max; static JPG, GIF, or PNG (ad will be resized to 580x72)
- Sponsored content: 4-word headline and 8-word body copy

Left of cover ad
- 8"x10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

Digital belly band
- 8" x 5"; high-resolution PDF

E-newsletters
HFM Insider/HFM PDC News
- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Medium rectangle: 300x250 (ad will be resized to 280x233)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard, (4) medium rectangles (only (2) medium rectangles are required for HFM PDC News), sponsored content, and logo.

**ASHE Education News/
Sustainability Roadmap Newsletter**
- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 6-10 word headline; 20-30 word description; 300x300 image
- Ad takeover: submit (1) leaderboard and sponsored content

Accepted formats: Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

Additional requirements: URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

Ad Submission

Please send ad materials via WeTransfer.com or email to Hanna Vedder at hvedder@smithbucklin.com.