2027 Digital Advertising Specifications

Ad materials due 10 business days prior to launch date.

Please submit ads to Roxane Kra Rkra@smithbucklin.com.

ASQ.org

ALL ASQ.org ADS MUST HAVE:

- A border around the ad
- Advertiser name included within the ad frame

RECTANGLE

- 400 x 300 pixel JPG or GIF with a file size no greater than 40kb
- Target URL

THE INSIDER E-NEWSLETTERS

SPONSORED CONTENT

- Image: 450 X 450 pixel JPG or PNG
- Copy: 30-40 words

DEDICATED EMAILS

- Image: 650 x 90-150 pixel JPG or PNG image
- Copy: Subject line, headline, and body copy
- Target URL

MOBILE APP

SPONSORED CONTENT

- Copy: Headline and 1-2 short paragraphs
- Target URL

BANNER AD

- Image: 1032 x 360 pixel JPG or PNG
- Target URL

ASQ SOCIAL MEDIA

LINKEDIN

- Image: Recommend 1200 x 627 pixel JPG or PNG with limited text
- Copy: Recommend 150 characters or less
- Target URL

FACEBOOK

- Image: Recommend 120 x 630 pixel JPG or PNG with limited text
- Copy: Recommend 150 characters or less
- Target URL

TWITTER (X)

- Image: Recommend 1600 x 900 pixel JPG or PNG with limited text
- Copy: 257 characters max
- Target URL