

## **Technical Specifications Advertising for MPI NENY**

We are pleased that you are interested in advertising with MPI NENY. Please review our policy and specifications below in preparation of your advertisements.

- **Inline Banner Website Ad:** Located on the bottom of every page of the website. Specifications are **728w x 90h**. Please submit as a .JPG file. This has unlimited rotations and only one ad will show at a time. Month or year will begin on the first of the month and end on the last of the month (month), or last day of the month on month 12 (year).
- **Sidekick Banner Website Ad:** Located on the right side of every page of the website. Specifications are **300w x 250h**. Please submit as a .JPG file. This has unlimited rotations and only one ad will show at a time. Month or year will begin on the first of the month and end on the last of the month (month), or last day of the month on month 12 (year).
- **There are four E-newsletter issues sent per year.** Specifications are **150w x 150h** pixels, and no larger than **72 dpi**. Please submit either a .JPG or .GIF file, maximum 100KB file size. You may provide a website link to hyperlink to your banner ad. There is only one advertisement per email blast. Space is reserved on a first-come, first-serve basis.

Please e-mail your advertisements to Laura Vecchio, CMP, Director of Sponsorship at **lvecchio16@gmail.com** by the deadline date. Reminder e-mails will be sent a few weeks prior to the deadline you selected. She will provide all advertisements to the Communication team.

### **Digital Advertising Terms and Conditions**

Prior to the start of the advertising, all payments must be paid in full to MPI Northeastern New York. Advertising will begin upon receipt of your payment. Please note, advertising purchased, but not used will expire at the end of one year from the date of purchase. Once advertising is selected, and mutually beneficial marketing deadlines are negotiated with the Director of Sponsorship, all sponsors must adhere to set marketing deadlines or the opportunity may no longer be available.

*Thank you very much for sharing your knowledge and expertise with our members.*