ART SPECIFICATIONS

Supporting radio and helping your business to succeed over the airwaves and beyond

INSIDE RADIO ®

Inside Radio is a radio trade enewsletter published Monday through Friday as a email. Delivered as a twice daily email to subscribers and non-subscribers featuring Half Banners, Standard Leaderboard Top and Bottom Banner ad and Sponsor Link. Our responsive website for mobile and desktop (www.insideradio.com) features a custom take-over background, 728x90 leaderboard (top and bottom), 300x250 and 300x600 cube ads, Top 5 text sponsored-content, 960x30/300 pencil overlay ad, and video sponsorships.

HOME

EMAIL AND WEBSITE AD SIZES

TECHNICAL OVERVIEW

(sizes are measured in pixels, width x height):

EMAIL SAMPLE

WEB SAMPLE

RGB, 300dpi, JPGs or PDFs are accepted. PC compatible files. Please flatten all fonts. No black/white ads will be needed. Low resolution or poor graphic quality images will run only at the discretion of the client. Separate fonts/image files are not necessary. Include URL. Animated Gifs are accepted for the website. 100k limit. Include URL.

WEBSITE SIZES:
Top and Bottom Banner: 728 x 90
Cube Media Rectangle: 300 x 250
Half Page Extended Cube: 300 x 600
Video: 16:9 format (HD); PreRoll: 6-15 sec;
File Types: .Mp4 or YouTube
Mobile Site Banner: 300 x 180
Website Take-Over (background): 1900x1050px w/1145px center clear, JPG or PNG. Two skyscraper (160x600) bookends with links embedded area/380kb size limit | PDF GUIDE
Top 5 Sponsored-content text ad: 60x60 image, 8 words linked to url with thumbnail
Must Read Monday sponsored page: 300 x 250

EMAIL SIZES:
Email Top Leaderboard: 728 x 180
Email Top News Banner: 600 x 50
Email Half Banner: 300 x 180
Sponsor Link: 75 words w/Image Logo
Email Takeover option: 300 x 600
Email BULLETIN Sponsorship: 300 x 250 cube

CUSTOM SIZES:
Email Custom HTML eBlast*: 728px x 800
Include URL in HTML code. One URL for each email. *client is responsible for embedding all images and links)

EMAIL

728 X 180
EXTENDED LEADERBOARD

EMAIL

SPONSOR LINK:
75 WORDS W/IMAGE LOGO

EMAIL

IMAGE/LOGO

728X90
LEADERBOARD

WEB   EMAIL

600 x 50 TOP NEWS BANNER

EMAIL

WEB

EMAIL

300 X 180
HALF BANNER

300X600
HALF PAGE
EXTENDED
CUBE

WEB

300 X 250
IMAGE CUBE

MOBILE

160 x 600
(LEFT)
Bookend

unique
URL

TAKEOVER
BACKGROUND

WEBSITE CONTENT
CLEAR AREA

160 x 600
(RIGHT)
Bookend

unique
URL

WEB

ALL LIVE AREA

LIVE
AREA

Total Width: 1900 x 1050
1145px wide clearance

LIVE
AREA

ALL LIVE AREA

WEB   EMAIL

VIDEO

FORMAT: 16:9 (HD)

PRE-ROLL: 6-15 SEC

TYPES: MP4 OR YOUTUBE

MOBILE

DELIVERY, DEADLINE & DETAILS

ADS SHOULD BE DELIVERED BY THURSDAY, NOON/ET
prior to the week that your ad is scheduled to run.

Submission of your ad means it is approved for use in Inside Radio on your contracted date(s).
Email delivery of artwork should not exceed 10mb

FTP Information:
FTP Address: 74.208.137.144
FTP Default Directory: /Testbox (optional)
FTP Login ID: ftp36494995-10
FTP Password: mstreet
Upload Folder: "Drop-Off"
Ad design services are available - rate: $100 per hour or negotiable.
Ask your account executive about custom design options.

If you are experiencing deadline or art issues, email or call with any questions.
EMAIL |Telephone: 800-248-4242 x704

Send artwork to:
graphics@insideradio.com