General Ad Requirements

- Ad sizes: 300x250,300x600, 468x60, 728x90, 970x250
- General file size limit is 40k
- Ads must be accompanied by the URL you want your ad linked to, which must be active when submitted to Grist.
- Advertising typography and layout must not simulate Grist's editorial format or otherwise mislead readers
- If background is white, must have at least a dark one-pixel border
- Accepted formats are GIF, PNG, JPG, Flash
- Any click actions defined must be opened in a new window
- Video ads may auto-play, but audio must be initiated by the user

Dedicated Email Requirements

Client to provide:

- **Subject line of the email**
- **HTML file with the following specs:**

Width of email:
We recommend no wider than 600px (some email clients cut off the right side of emails that are too wide)

Client content area guidelines:
- We recommend CSS be inline
- We will be inserting a self-contained, code-light block of Grist text above and below the email and we recommend allowing for this in the structure of the client's email. We are happy to share that block of code for testing purposes

Optimization and testing:
- All images should be optimized for the web and should be jpegs (please avoid pngs)
- If you have access to Litmus please test the code before sending to us so you know what the email will look like in various clients and on small screen.
- If our Litmus results show that something is obviously wrong, we'll highlight those and send the html file back to you for corrections, along with any recommendations we have.
- We recommend validating your html at this url before shipping to us: http://validator.w3.org/#validate_by_input

General Production Practices

- Web and static email ads must be delivered 5 working days in advance
- HTML, text, and opt out lists for dedicated emails must be delivered 7 working days in advance
- Once an advertising campaign is live Grist requires 72 hours advance written notice to perform any adjustments (banner creative, click-through URL change, etc.)