

# Power Transmission Engineering

**MEDIA GUIDE**  
E-mail: Material  
Specifications

## **E-mail: Material Specifications**

### **Impact Blocks (Newsletters and Product Alerts)**

- Image - JPG or GIF, 200 pixels wide × 135 pixels tall. No animation allowed.
- Headline - Maximum eight (8) words
- Body Copy - Maximum fifty (50) words
- LINK - Please provide the exact URL where you want the traffic sent

### **Newsletter Sponsor Banner**

- JPG or GIF, 728 × 90 pixels, max. file size 50 KB

### **Sponsored Content (Native Advertising)**

Articles placed as sponsored content should be supplied either as PDF or MS-Word documents. Articles will be published either as PDF documents or in HTML format, at the publisher's discretion.

### **E-blasts**

- Advertisers should provide both HTML format and text-only format
- HTML should be formatted for a maximum width of 600 pixels or 800 pixels
- All images should be provided as separate files along with the HTML, if GIF or JPG format, with a maximum file size of 50KB for any single image.
- All links should be embedded in the HTML.

### **File Submission**

Newsletters and Product Alerts (Impact Blocks and sponsor banners) - Please submit materials to Dorothy Fiandaca, Advertising Materials Coordinator, at [fiandaca@agma.org](mailto:fiandaca@agma.org).



#### **For more information**

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