

E-direct required materials

Please submit the following e-direct materials at least five days prior to the mail date to allow for testing and for resolving any unexpected design issues:

- HTML file
- Subject line
- Preview line (optional)
- Test emails
- Seed emails (if different from your test emails)

Design recommendations:

- Table layouts (critical to maintaining your design across multiple mail clients and browsers)
- Outlook conditional CSS to counteract rendering issues that may affect margins, padding, line height, paragraph spacing, image scaling, and button fonts
- Inline styles (even when using CSS in the header)
- Width maximum of 600 pixels
- Subject line maximum of 150 characters
- Preview line minimum of 60 characters and maximum of 150 characters
- Do not include website elements, such as CSS buttons, background images, or floating images and type

Test messages:

- We will alert you once the test message has been sent.
- On occasion, company firewalls may flag our test message because the word “TEST” is incorporated into the subject line. If you don’t receive your test message within 10 minutes of the send time, please let us know.

New to HTML:

- If you’re unsure how to create an HTML blast, we suggest you sign up for a free account with MailChimp; it’s the marketing platform we use. Their drag and drop tools make it easy to create your HTML. Once you’re finished, you can share your template with us at mlindsa@cap.org.
- You may also want to use a free version of the online tool Canva to create specialty headers.
- If you prefer to hire someone, Upwork is a great resource for freelance designers.

Contact your Advertising Director for availability

Midwest and East: Alex Pacheco 402-290-8203 alex@captoday.org
West and East: Lori Prochaska 402-290-7670 lori@captoday.org

Digital Edition required materials

Please submit digital edition banners—and **click URLs**—by the 15th of each month.

Banner positions and sizes (as a sponsor, you can provide materials for all four positions):

- **Header**—Two banner sizes needed: 728 × 90 pixels for desktop, 320 × 50 pixels for mobile
- **Footer**—Two banner sizes needed: 728 × 90 pixels for desktop, 320 × 50 pixels for mobile
- **Sponsor**—One banner size needed: 300 × 250 for desktop
- **TOC**—One banner size needed: 300 × 250 for desktop

Note: Because some of the banner positions display at the same time, we recommend different content for each of the four positions, but this isn’t required.

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Banner size recommendations:

- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banner recommendations:

- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4-6 frames at 1 FPS is optimal)
- 30-second animation length (includes looping with 3x loop max)

Note: We understand that animated banners can easily exceed the limits of our recommendations. We will continue to accept larger animated banners, but the longer a banner takes in its initial load and subload may significantly reduce its visibility.

Website required materials

Please submit website banners—and **click URLs**—by the 25th of every month.

Banner sizes:

- 728 × 90
- 300 × 250
- 160 × 600 (will be phased out in 2024)

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Banner size recommendations:

- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banner recommendations:

- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4-6 frames at 1 FPS is optimal)
- 30-second animation length (includes looping with 3x loop max)

Note: We understand that animated banners can easily exceed the limits of our recommendations. We will continue to accept larger animated banners, but the longer a banner takes in its initial load and subload may significantly reduce its visibility.

Contact your Advertising Director for availability

Midwest and East: Alex Pacheco 402-290-8203 alex@captoday.org
West and East: Lori Prochaska 402-290-7670 lori@captoday.org

Video required materials

Please submit these video materials by the 25th of each month:

- YouTube link or a download link to your video (your downloaded video will be uploaded to the CAP TODAY YouTube channel)
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 2 minutes.

Product guide sponsorship required materials

Please submit product guide banner—and click URL—by the 25th of each month.

Banner sizes—Product Guide page:

- 728 × 90
- 300 × 250 (banner or video)

Banner sizes—eNEWS combo:

- 600 × 160
- 300 × 250

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Video (optional):

- YouTube link or a download link to your video (your downloaded video will be uploaded to the CAP TODAY YouTube channel)
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 2 minutes or less.

Print ad:

- High resolution PDF file for ¼ tabloid vertical ad

reCAP blast required materials

Please submit the following reCAP materials at least five days prior to the mail date:

- Two banners (can be the same size) and click URLs
- reCAP category
- Three CAP TODAY article choices
- Test emails
- Seed emails (if different from your test emails)

Banner sizes:

- 300 × 250
- 600 × 160
- 160 × 600 (will be phased out in 2024)

Accepted banner formats:

- gif (static)
- jpg

Note: If you choose to include an animated gif, the first frame should contain the most important information.

eNEWS blast required materials

Please submit eNEWS banner(s)—and click URL(s)—at least five days prior to the mail date.

Banner sizes:

- 300 × 250
- 600 × 160
- 160 × 600 (will be phased out in 2024)

Accepted banner formats:

- gif (static)
- jpg

Note: If you choose to include an animated gif, the first frame should contain the most important information.