

APARTMENTSHOWCASE.COM INTERNET AD/MEDIA SPECIFICATIONS



INTERNET LISTING

- Photo Gallery – 600px height x 656px width JPG (RGB)
 - Maximum of 15 photos
- Floor plan & Plan Diagrams
 - Maximum of 15 floor plans
- Apartment Logo – 40px height x 100px width JPG (RGB)
- Management Logo – 100px height x 170px width JPG (RGB)

E-MAIL CAMPAIGNS/E-BLASTS

- e-Deal & e-Exclusive
 - Photo – 98px height x 149px width JPG (RGB)
 - Requires a Special/Deal. Generic “Call for specials” is not allowed.
- Client-Created
 - **Type:** HTML/Plain-Text based email (Choose one and/or both)
 - **Specs:** Provide the following:
 - Email Content
 - Subject Line
 - Targeting Criteria for the blast
 - **Notes:**
 - HTML emails are designed by the advertiser.
 - No Flash or JavaScript are permitted in the HTML email.
 - If using CSS, please use Inline styling versus Internal or linking to an External CSS file.

SMART SEARCH/SEARCH SPONSORS

- Graphic - 146px height x 187px width JPG (RGB)
- Description – Maximum of 120 characters (including spaces)

FEATURED APARTMENT

- Copy – Maximum 80 characters (including spaces)

SPOTLIGHTS

- Apartment & Management
 - Main Description – Maximum of 480 characters (including spaces)
 - Type: Flash – 500px height x 532px width
- Mini-Spotlight
- Copy – Maximum of 120 characters (including spaces)
- Magazine Cover
 - Front Cover Photo – 182px height x 232px width JPG (RGB)
 - Back Cover Photo – 146px height x 187px width JPG (RGB)

VIDEO SHOWCASE

- Background Image - 325px height x 400px width PNG or JPG
- Amenity Image – 225px height x 300px width PNG or JPG

WEB DISPLAY AD

- Specs – 180px height x 180px width JPG (RGB)

VIDEO STREAMING

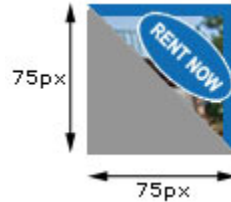
- Links – URL directed to FLV file only

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PAGE PEEL ADS

Small "Un-Peeled" Corner Graphic

- Dimensions: 75px x 75px, 72 DPI
- Preferred Format: PSD. Accepted Format: JPG, PNG, EPS
- Mask off lower-left corner (as this portion will not be seen)



Large "Peeled" Graphic

- Dimensions: 500px x 500px, 72 DPI
- Preferred Format: PSD. Accepted Format: JPG, PNG, EPS
- Mask off lower-left corner (as this portion will not be seen)

