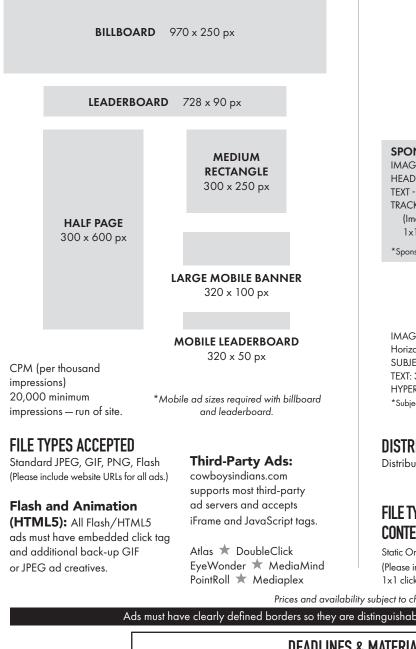


DIGITAL ADVERTISING GUIDELINES

WEBSITE



E-NEWSLETTER

LEADERBOARD/FOOTER 728 x 90 px

MEDIUM RECTANGLE 300 x 250 px

SPONSORED CONTENT IMAGE - 600 x 250 px. No text or logo. HEADER - 10 WORD MAX. TEXT - 75 WORD MAX. TRACKING - 3 URLs max. (Image, line of text, and read more button) 1x1 click pixel for 3rd party tracking accepted

*Sponsored Content text may be edited for style and clarity by C&I Editors

DEDICATED E-NEWSLETTER

IMAGES - 4 to 5 HIGH-RESOLUTION. No text or logo. Horizontal and vertical images are accepted. (C&I will resize) SUBJECT LINE: 15 WORD MAX. TEXT: 300 WORDS MAX. (may include subheadings) HYPERLINKS: 3 URLs MAX. *Subject and copy may be edited by C&I Editors

DISTRIBUTION

Distributed to 100% opt-in subscriber list.

FILE TYPES ACCEPTED FOR E-NEWSLETTER ADS. SPONSORED CONTENT PHOTO. AND DEDICATED E-NEWSLETTER PHOTOS:

Static Only – JPEG, PNG (Please include website URL for all ads.) 1x1 click pixel for 3rd party tracking accepted

Prices and availability subject to change.

Ads must have clearly defined borders so they are distinguishable from publisher content on the page.

DEADLINES & MATERIALS

Space and Materials Deadline two weeks prior to Start Date.

Submit files via e-mail to webproducts@cowboysindians.com.