

Digital Ad Sizes and Materials Specifications

Glass Magazine Weekly • Window + Door Weekly • GlassBuild America Daily
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Website Ad Sizes

Billboard 900 pixels wide x 225 pixels tall
Square 450 pixels wide x 450 pixels tall
Rectangle 300 pixels wide x 600 pixels tall

Newsletter Ad Sizes (effective Jan. 1, 2021)

Billboard 900 pixels wide x 225 pixels tall
Square 300 pixels wide x 300 pixels tall
Product Spotlight

- Headline
- Up to 75 words of text
- Horizontal image measuring up to 450 pixels wide –or– vertical image measuring up to 450 pixels tall
- NGA cannot accommodate the following:
 - Video files in the newsletter
 - Different color background in the Product Spotlight box
 - More than one image on the Product page of the website
- Special requests must be submitted at least one week prior to the insertion date
- No changes will be accommodated later than the close of business the day before distribution

Ad File Requirements

- Maximum File Size for Newsletter Ads: 100 kb
- Color setting: RGB
- Accepted file formats: JPEG, GIF
- We can only accept animated GIF files for the website; maximum loop time is 15 seconds, set loop to continuous
- Third-party ad files are not accepted
- Provide a web address to where the ad should link
- Email materials to bmoorman@glass.org
- Deadline: Friday before insertion date

Video Requirements

- To upload a video on our site, the max size is 256 Mb
- Preferred format: MP4
- Or provide a link to the video hosted on YouTube, Vimeo or company website
- Recommended run time: 3 minutes

Design Recommendations

- Keep text to a minimum and make it large enough to read easily at a glance
- Use a call to action to entice readers to click the ad instead of printing the web address
- Use eye-catching colors or photo with text in a contrasting color for best readability

Questions?

Contact Beth Moorman toll free at 866/342-5642 (local 703/442-4890) ext. 122.