

# 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 Nov. 9, 2020)

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

- Headline
- Up to 150 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: 150 kb
- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- For animated GIF files, set loop to continuous; maximum loop time is 15 seconds
- Third-party ad files are not accepted
- Provide a web address to where the ad should link
- Email materials to [bmoorman@glass.org](mailto: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 including 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.