

Digital Ad Sizes and Materials Specifications

Glass Magazine Weekly • Window + Door Weekly • GlassBuild America Daily
GlassMagazine.com • WindowandDoor.com • GlassBuildAmerica.com

Newsletter Ad Sizes

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 450 pixels wide; height can be variable
- 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

Website Ad Sizes

Billboard.900 pixels wide x 225 pixels tall

Square.450 pixels wide x 450 pixels tall

Trending Now

- Text: The company may submit either a product or an article/blog to be featured as Sponsored Content in the Trending Now section and linked landing page. For a product, submit up to 150 words of text; for a blog/article, submit up to 750 words of text.
- Image/Logo: Trending Now articles require an image to post to the home page, and that image is also used at the top of the article. Any image included in the article needs to be a separate file, not embedded in the Word doc for the article. One of these should be at least 1200px wide to use as the hero image for the page. Company logos measuring a minimum of 400 px wide, height can be variable, at 150 dpi will be placed only on the landing page. Deadlines: the 15th of the month prior to insertion, example August 15 for a September 1 start.
- Social Media Posts: Once editors receive the content, they will create the social media promotional messages to be posted the first week of the month.

Social Media

Instagram – ideal image size 1080 px by 1080 px square; max 2,200 characters, including spaces, punctuation and hashtags. Note: only the first 125 characters will be displayed.

X, formerly known as Twitter – ideal image size 1200 px, can be horizontal, vertical or square, we will re-size as needed; max 280 characters, including spaces, punctuation and hashtags.

Ad File Requirements & Deadline

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- For animated GIF files, set loop to continuous with a maximum loop time of 7 seconds
- Third-party ad files are not accepted
- Provide a web address to where the ad should link
- Email materials to cunderwood@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 screenshot with a link to the video hosted on YouTube, Vimeo or company website
- Recommended run time: no more than 3 minutes

Questions?

Email Cathy Underwood at cunderwood@glass.org or call 703-442-4890 ext. 107.