



## E-Newsletter Specifications

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### HME Media Group E-Source and Mobility Management E-Mobility

#### **Banner Sponsorship**

##### **Banner position (maximum size 30k):**

120x350 Skyscraper  
160x120 Large Right Button  
468x60 Banners  
700x90 Leaderboard

#### **Click-thru URL**

#### **Featured Product Sponsorship**

##### **Banner position (maximum size 20k):**

150x150 image

#### **Headline**

40 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

#### **Product Description:**

40-60 words of text and headline

#### **Click-thru URL**

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#### **Click-thru URL**

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

#### **Acceptable Files**

**GIF or JPG files** (no animated files, static images only)

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**All creative is due 5 business days prior to launch. Please submit materials to:**

#### **Cousteau Magee**

Phone: 818-814-5361

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