

ONLINE Ad Specs

Website and Digital Power Play Sizes:

- Top Banner:** 970 x 90 and 378 x 82 (both needed, in pixels)
- Right Banner:** 300 x 250
- Inline Banner:** 728 x 90
- Power Play Banner:** 600 x 100
- Digital Edition Sponsorship:** 970 x 90

Total ad size not to exceed 150kb

Additional Information:

- We accept GIF, JPG and PNG files at 72 dpi and placed in the ad at 100% (no resizing). Animated GIFs must be slower than 5 frames-per-second (FPS) and cannot exceed 30 seconds in total.
- For the website only (NOT Digital Power Play), we use Google Manager (formerly known as DoubleClick) to serve ads. We accept third-party served tags and Google-hosted ads. For the Google-hosted ads, please send your appropriate sized image along with the click-through URL. We will be able to provide you analytics from the Google Ad Manager Platform.
- If you have another type of ad you would like to use, please contact us.
- Please provide us with the destination URL for your ad.
- Send ad materials to: digitalmaterials@outpatientsurgery.net

www.outpatientsurgery.net



E-BLAST Specs

Measurements and File Sizes: E-Blasts can have a max of 700 pixels wide and the download size (inclusive of HTML, content, images, etc.) should be no more than 75kb.

Programming: Standard HTML and inline CSS code only. External files should not be referenced (CSS, JS, etc.). Do not use JavaScript or other scripting languages. To avoid spam filters, maximize the text-to-image ratio; the optimal ratio is 60/40 with around 500 characters (including spaces) of text. We cannot accept e-mails that are over 60% images.

Images: JPEG and GIF image formats only. Animated GIFs are not recommended. Images must be hosted on a non-outpatientsurgery.net website or a charge of \$300 will be added. Place images in the e-Blast at 100% without resizing. Do not include rich media (e.g., Flash animations, SWF files, video, etc.).

Tracking and Disclaimers: We include a tracking image to record openings. A small CAN-SPAM Act disclaimer will be included at the bottom of all E-Blasts.

Additional Specifications/Information:

- We recommend a maximum of 50 characters for the subject line.
- Please provide a plain text version of the e-Blast for us to deliver to non-HTML e-mails.
- Please include your physical address in the footer or bottom of the e-mail.
- HTML programming assistance is available at \$100 per hour.
- Send to: digitalmaterials@outpatientsurgery.net



VALUE ADD MATERIALS Specs

Qualifying companies will receive a special year-end Value Add placement in the **Big Book of Surgery 2023: Your OR Product Guide**, the annual directory of new products that appeared in *Outpatient Surgery Magazine*. This handy reference will be mailed with the November issue and also will appear online on outpatientsurgery.net. Companies should submit a digital product image and brief description for this special no-charge Value Add.

To submit your information for us to use, please follow these guidelines:

Product Images: Digital images with a minimum resolution of 300 dpi.

Color mode CMYK (JPG, TIF or EPS). Images for fractional page ads may be up to 5" wide or high.

Logos: Logos for fractional page ads may be up to 3" wide or high.

Descriptions: Text for the Big Book of Surgery should be 75-100 words. Copy will be edited to fit. Please provide contact phone number and url.

- Send ad materials to: eanderson@outpatientsurgery.net and lreynolds@outpatientsurgery.net

DID YOU SEE THIS? Ad Specs

We create DYST entries from your print ad materials at no charge. No additional materials are necessary. However, to submit your information for us to use, please follow these guidelines:

Product Images: JPEG or GIF format at 72 dpi. Acceptable sizes (in pixels) are 400 x 400. Ideally, images should be of a product or service with no text. In addition, please also provide a high resolution CMYK image with the dimensions (in pixels): 900 x 900 at 300 dpi.

Headlines: The maximum character count is 60 characters, including spaces. Headlines should tease a benefit of the service and ideally not include the company or product name.

Descriptions: Text should be 75-100 words. Provide contact phone number and url.

- Send ad materials to: lreynolds@outpatientsurgery.net



For complete display, online and e-Blast specs and information, please scan here.
www.outpatientsurgery.net/advertising/