

EnCompass Extra Ad Specifications

AAA Colorado's *EnCompass Extra* eNewsletter offers two ad types—Banner and Button.

File Formats: GIF or JPG			File Size		
Item	Specifications	Resolution	Maximum	Maximum Animation Length	
Banner	468 pixels wide 60 pixels high	72 dpi	40k	:15	Animation cannot loop more than four times within a minimum refresh time of two seconds
Button	120 pixels wide 90 pixels high	72 dpi	20k	:15	Animation cannot loop more than four times within a minimum refresh time of two seconds

Linking URLs

Banners and buttons should link to your site using a URL with a maximum of 250 characters.

Third-Party Servicing

EnCompass Extra will accept advertising only from third-party services that have been tested and approved to run on AAA.com. Any images hosted by a third-party company should be formatted for *EnCompass Extra* to attach a time stamp to the third-party tags.

Performance

Any creative that delays load time or fails to appear on AAA.com will be pulled immediately. Third-party tags must serve a default GIF/JPG for browsers that do not support rich media or JavaScript.

Testing

All creative must function uniformly on both Mac and PC as well as multiple browser versions of Internet Explorer and Firefox.

Tracking

Tracking is provided by AAA.com.

2011 Deadlines

Edition	Creative Deadline	Distribution Date
Jan/Feb	January 14	January 25
March/April	March 11	March 22
May/June	May 13	May 24
July/Aug	July 15	July 26
Sept/Oct	September 9	September 20
Nov/Dec	November 11	November 22

EnCompass Extra reserves the right to alter distribution dates as necessary.

How to Submit your Creative

Please send your banner or button as either a .JPG or .GIF file, by email to Keith Kaiser, kkaiser@colorado.aaa.com. Don't forget to include the URL you would like the ad to link to.

Contact Information

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