

## 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 Serving

*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.

### 2012 Deadlines

Edition	Creative Deadline	Distribution Date
Jan/Feb	January 20	January 31
March/April	March 16	March 27
May/June	May 18	May 29
July/Aug	July 20	July 31
Sept/Oct	September 14	September 25
Nov/Dec	November 16	November 27

*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](mailto:kkaiser@colorado.aaa.com). Don't forget to include the URL you would like the ad to link to.

### Contact Information

Dan Kimball  
Advertising Sales Director  
[dkimball@colorado.aaa.com](mailto:dkimball@colorado.aaa.com)  
4100 E. Arkansas Ave.  
Denver, CO 80222  
303-753-8800 ext. 8004

Keith Kaiser  
Editorial Coordinator  
[kkaiser@colorado.aaa.com](mailto:kkaiser@colorado.aaa.com)  
4100 E. Arkansas Ave.  
Denver, CO 80222  
303-753-8800 ext. 8207