

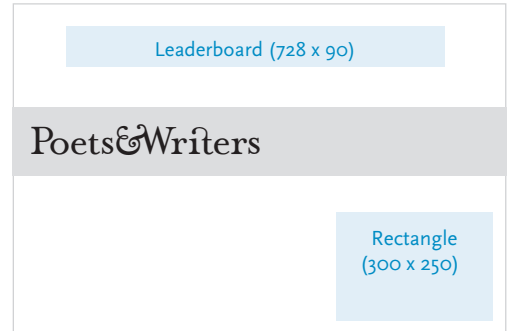
# Poets&Writers

## ONLINE ADVERTISING SPECS

SEND ALL ADVERTISING MATERIALS TO AMY FELTMAN AT [ADCOPY@PW.ORG](mailto:ADCOPY@PW.ORG)

### PW.ORG

Sizes	Width x Height
Billboard	970 x 250 pixels
Leaderboard	728 x 90 pixels
Rectangle	300 x 250 pixels



### DESIGN NOTES

- Please provide URL link for your image
- File types: jpeg (jpg), gif
- Images hosted by a third party
- Max file size (including animated gif) is 100k
- Gif animations must have at least a 3-second delay between frames and at least a 6-second delay before looping



### E-NEWSLETTER

Sizes	Width x Height
Sponsored Article	200 x 200 pixels (max size), up to 60 words of text
Rectangle	300 x 250 pixels



### DESIGN NOTES

- Provide URL link for your image
- File types: jpeg(jpg) or gif
- Article Insertion images can be any size within maximum dimensions listed.