



101 THINGS TO DO ONLINE SALES KIT

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ADVERTISING SPECIFICATIONS

- [Magazine](#)
- Web site - SEE BELOW
- [Coupon book](#)

Ad Specifications & Scheduling Guidelines - 101thingstodo.com

SPECS I: Interactive Marketing Units

Banners and Buttons	Max. Dimensions	Max. Frames	Max. File Size
Button 1	120x60	2	5k
Half Banner	234x60	2	10k
Leaderboard	728x90	1	25k
*Rectangle NA 25k (Flash or Animated GIF)	180x150	NA	25k

*Rectangle (Flash/Animated GIF) Guidelines

Standard to high quality bitmaps will be delivered in PNG or JPEG format. 24-30 frames per second animation. Vector text to be used in the Flash file to deliver a higher quality message. For tracking capabilities use "clickTAG" in your Action Scripting. For more information in using this, please see http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

**File types accepted: .gif; .jpg; .swf; .html

SPECS II: Ad Content Elements

*Note to Advertiser:

Please provide 101thingstodo.com with the best quality images you have to advertise your product or service!

The following ad content materials must be submitted to your 101thingstodo.com Contract Coordinator at least FIVE WORKING DAYS before posting deadline:

Ad Type	Required Elements/Word Count	# of Images	Img Dimension	Hyperlink
Photo Ad Box See example (outlined in red)	Company name + text describing services. Company name + description text not to exceed 34 words combined.	1	Jpeg min. 200px wide [horiz. preferred]; final image sized 70x70px. File size max 5k	Deep link to relevant content

Story Ad Box See example	Company name + text describing services. Company name + description text not to exceed 34 words combined.	1	Jpeg min. 200px wide [horiz. preferred]; final image sized 70x70px. File size max 5k	Deep link to relevant content
Hot Clicks Item See example	8 words describing service/deal	NA	NA	Deep link to relevant content
Slide Show See example	Company name + Caption (Max. 30 words)	Min. 5-Max. 10	350-400 px wide [horiz. preferred]	Deep link to relevant content
Jump Page See example	Max. 450 words	3	Max pixels: 350-400 wide	Deep link to relevant content
Hot Deal See example	Max. 25 words [co. name, offer/price, description, and Start & end date]	NA	NA	Deep link to relevant content
Coupon See example	Client ad - pdf format	NA	NA	NA
Newsletter item See example	Max. 50 words; subject to editing	1	Max pixels: 150-200 wide	Deep link to relevant content
eBlast item See example	Max. 50 words; subject to editing	1	Max pixels: 150-200 wide	Deep link to relevant content
Members Section Hot Clicks See example	Max. 7 words; subject to editing	0	NA	Deep link to relevant content

CREATIVE, SCHEDULING, and POSTING GUIDELINES

Creative Designed by Client

Finished creative must be submitted to your 101thingstodo.com Contract Coordinator at least 5 working days prior to contract start date.

Creative Designed by 101thingstodo.com

All materials, ideas, photos, requests etc. must be submitted to your 101thingstodo.com Contract Coordinator at least 10 working days before creative needs to be approved by client.

Content Advertorial Information

All ideas, suggested text, photos, URLs, positioning etc. must be submitted to your 101thingstodo.com Contract Coordinator at least 10 working days prior to contract start date.

Right to Edit or Reject

Publisher may, at their sole discretion, edit, classify, or reject at any time any advertising (banners or text) submitted by an Advertiser.

For a PDF version of this information, [click here](#).



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