

2026 DIGITAL ADVERTISING SPECIFICATIONS

ALL BANNER SIZES:

Square: 300 x 250 | Leaderboard: 970 x 250

CNYBJ.COM SPECS

Welcome Prestitial Campaign: Appears on desktop computers only. Banner size: 800 x 600. File types allowed: JPG, PNG

Wallpaper Campaign: Appears on desktop computers only.

- Overall Dimensions: 1440px wide by 900px tall
- Middle Dimension: 1140px wide by 900px tall (*Must be white or transparent, it will be behind the content area and will not show.*)
- Side Rail Dimensions: 150px wide by 900px tall
- Resolution: 72 dpi
- File types allowed: JPG, PNG

DEADLINES:

- GIF, JPG, HTML: Five business days prior to start date.
- Linking URL must be submitted with creative. HTML code cannot exceed 15K. Larger value must be set to target=_blank.

NEWS ALERT SPECS

- We allow: Static GIF - JPEG - PNG
- All GIFs and JPEGs must be RGB or index color.
*Note: For News Alerts we cannot serve any rich media redirect tags or Flash files. Also, while we accept animated .gif files for newsletters, some users will not be able to view them correctly. **We recommend using static images for newsletters.***
- Maximum file size: 400 KB
- Resolution: 150 dpi
- Image Maps are not available in email products.
- Full-image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- Clients should provide detailed linking instructions.
- If the banner is sent as a Word document, a PDF file or an Excel file, we consider the email in need of full design services and a \$300 charge will be applied.
- If the file supplied is unmanageable and requires work, a programming fee will be assessed.
- News Alerts do not run on holidays.

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EMAIL RENTAL SPECS

CAMERA READY

- All email HTML must be table-based layouts; using CSS only to control typography and color.
- There is a 1400 pixels maximum width and up to 1 MB maximum file size (includes all images and html files).
- All images must be JPG or GIF and up to 150 dpi.
- When constructing your email, you should avoid using HTML editors (Microsoft Word, Dreamweaver and others) because they often insert proprietary code, which not all mail clients will be able to read. For best results use a plain-text editor like Notepad or TextEdit.
- Rich Media, Image Maps and Javascript are not available in email products.
- HTML file images must be hosted by you (the client) or by a third party and must be reflected in the HTML code you submit to us.
- We cannot accept an HTML message that is already contained in the body of an email message.
- A blast that is entirely a linked image is NOT recommended, as today's email platforms block images. An HTML email should be a combination of text and images with a call to action within the text component.
- Full image paths in the code must be used.
- If the HTML script comes to us as a Word document, a PDF file or an Excel file, we consider the email in need of full design services and a charge will be applied.
- If the file supplied is unmanageable and requires work, a \$65/hour programming fee will be assessed.

WORKUPS

- URL(s) of or direct graphic image(s) to be included in your email blast, including company logo, products and other related images.
- A clear concept to include marketing slogans and the mission of your campaign, to more rapidly assist us in preparing your email broadcast.