

Power Automedia

# Digital Advertising Guide

**NEW 2018 DISPLAY & SITE WRAPS SPECS**

UPDATED APRIL 2018



## Power Automedia Online Magazines



Chevy Hardcore delivers news and tech to the Chevy & Bowtie Enthusiast, covering all generations of Chevy muscle cars, and Camaro.



Corvette Online is focused on America's favorite sports car, the Chevrolet Corvette - both late model and classic Corvettes.



Dragzine delivers the content that hardcore drag racers crave. It's Hardcore Drag Racing, 24/7.



Diesel Army is the number 1 online digital magazine dedicated to the Diesel Truck Market, both on and off road.



Focused on V8 power, EngineLabs is filled with engine tech and industry products that make the next level of performance possible.



Ford Muscle magazine is for restomod and muscle car enthusiast site for Ford Mustang, and other classic fords.



FordNXT magazine is for modern Ford enthusiast site for everything from eco-boost to coyote platform Mustangs.



LSX Magazine is aimed straight at the late model GM enthusiast - filled with LS tech, news, product reviews, dyno tests, and videos.



Off Road Xtreme provides event coverage, tech, tips and tricks, and colorful features on some of the hottest off-road rigs you've ever seen.



Rod Authority is home to cherry street rods, vintage hot rods, and belly-draggin' sleds - a fresh look at the hobby that started it all.



The Internet's most popular magazine for the muscle car enthusiast, Street Muscle Mag is home to America's favorite street machines from Detroit.



TURNology is designed for those who appreciate pushing cars to the limit. TURNology is dedicated to precision and performance driving.



OneDirt is the world's foremost authority on dirt track racing - covering the cars, the drivers, and the technology that fuel the sport.



Power & Performance is the cutting edge of late model tech. From the Big Three and beyond, the focus is on high-horsepower, street-able powertrains.



Horsepower Wars is a TV show featuring fierce competition between rivals that takes place in one of four venues: engine & chassis dyno, strip, or road course.



# Anatomy of Effective Display Ads

Digital Display Ads are effective in many different ways. Research and experience tells us that display ads should contain four simple elements. If you follow this outline, you will produce an effective display ad.

1

Credibility through brand or product recognition using company logos or brand names.

2

Identify with your target audience based on content within the ad with punchy copy or images.

3

Intriguing headlines raise questions and encourages viewer to read more to understand.

4

Strong call to action with clear direction and message.



# Advertising Packages

DIGITAL ADS	SIZES	EVERYWHERE	POWER	ADVANTAGE
<b>Super Leaderboard</b> DISPLAYS ON DESKTOP & TABLET	970x90 (728x90*) JPG/GIF/HTML5 120 kb	✓	✓	✓
<b>Mobile Leaderboard</b> DISPLAYS ON MOBILE ONLY	320x100 JPG/GIF/HTML5 70 kb	✓	✓	✓
<b>Rectangle (RMA)</b> DISPLAYS ON ALL DEVICES	300x250 JPG/GIF/HTML5 150 kb	✓	✓	✓
<b>Vertical Half Page</b> DISPLAYS ON ALL DEVICES	300x600 JPG/GIF/HTML5 170 kb	✓	✓	-
<b>Horizontal Half Page</b> DISPLAYS ON DESKTOP & TABLET	650x300 JPG/GIF/HTML5 170 kb	✓	✓	-
<b>Billboard</b> DISPLAYS ON DESKTOP & TABLET	970x250 JPG/GIF/HTML5 200 kb	✓	-	-
<b>Super Billboard</b> DISPLAYS ON DESKTOP & TABLET	970x550 (650x480*) JPG/GIF/HTML5 250 kb	✓	-	-
<b>Newsletter Banner</b> DISPLAYS ON ALL DEVICES	300x600 JPG/GIF 120 kb	✓	-	-

All ad sizes are mobile compatible where screen size permits. Ads titled as "mobile" will appear on mobile devices only. JPEG, GIF or HTML5 Accepted in all units, except Newsletter. Newsletter can only be JPEG or GIF. All ads accepted as animated!

\* Super Leaderboard and Super Billboard will scale or serve alternate ad size as indicated above, 728x90 and 650x480 respectively. It is recommended to submit separate creatives for alternate ad sizes specified above, but not required.



# Magazine Site-Wrap Sponsorship

An exclusive site-wrap ad unit is available 2x per quarter on each Power Automeia Digital Magazine for a 2-week duration. Subject to availability. The Site Wrap occupies the background and top frame of the website on desktop and the top frame above the menu on mobile.

- ▶ **Exclusivity!** — Your brand, your message... Site-Wrap sponsorships display your branding exclusively for a 2-week duration on any Power Automeia magazine.
- ▶ **Optimized for Desktop & Mobile** — High visibility real estate for desktop and Mobile viewing (occupied space varies based on screen size and device).
- ▶ **100% Share of Voice** – The Site-Wrap is visible on every page of the Magazine.
- ▶ **Creative Design Available** – you may provide assets and we'll handle the design work for an additional cost!

**Site-Wrap Schedule** – All site-wrap reservations must be scheduled in advance for each magazine. Subject to availability.

**SEMA and PRI Special Site-Wraps** – Includes 3 weeks of exposure! 1 week before show, week of show, and 1 week following show! Subject to availability.

**Contact Us!** - For availability and additional details, contact your sales representative.





# Magazine Site-Wrap Specifications

The Site-Wrap requires four (4) different creative files. Refer to the Site-Wrap template file (ask your sales rep - requires Photoshop) for further specifications.

DEVICE	AD SIZE
Desktop Background	2000x1200 JPG Non-Animated 500 kb
Desktop Header	1440x250 JPG Non-Animated 300 kb
Tablet Header	768x150 JPG Non-Animated 170 kb
Mobile Header	420x100 JPG Non-Animated 120 kb

- Up to four click thru destinations are available: Background, Header, Tablet Header, and Mobile Header
- 3rd party tracking available from your agency or ad server (must be compatible with Google DoubleClick)
- Desktop, Tablet, and Mobile site-wrap positions not available separately.

## Desktop Site-Wrap Reference Guide

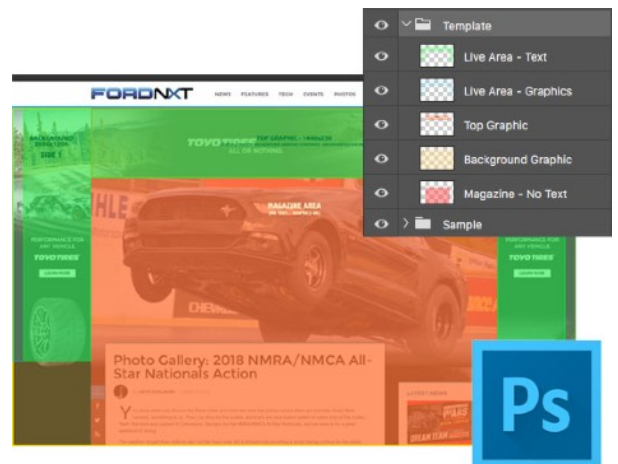
**Live Area - Text:** This is the live area for your text that will be visible on desktop, 1920px wide by 890px tall.

**Live Area - Graphics:** This is the permissible area for your graphics that you want visible. Fits most common desktop sizes.

**Top Graphic:** This is your header graphic, which can contain text. This creative size is 1440x250 and is visible at all times on desktop.

**Background Graphic:** The background graphic is 2000px wide by 1200px tall. It should contain the Top Graphic so that they merge together at the top of the site-wrap.

**Magazine Area:** This is the area occupied by the magazine. Your Background Graphic may show through the magazine area in some places.



# Technical Display Ad Specifications

All digital ad creatives must meet the specifications detailed on this page. Before submitting your banners, please review the following checklist.

▶ **Do my ad creatives meet all the size requirements?**

Depending on your advertising program, you may submit banners in up to five different sizes. Review the list of banner sizes below.

▶ **Are my ad creatives in the correct format and specifications?**

Advertising on the web requires that you submit ad creatives that are compatible with multiple internet browsers, OS, and mobile devices. Review the following ad specifications to be sure.

### **Creative Specifications**

- Ads must be in .jpg, .gif, or HTML5.
- Original PSD files must be sent with all ad creatives
- .jpg files should be reduced in quality in RGB format only
- .gif and HTML5 files should not have a transparency
- All ads must not exceed 72 dpi in resolution

▶ **Am I submitting my banners to Power Automeia correctly?**

All banners must be submitted to [ads@powerautomeia.com](mailto:ads@powerautomeia.com) as a compressed attachment in ZIP format. If you're submitting animated banners, you must also include a static JPG version of the banner as well.



# Technical Display Ad Specifications - HTML5

The Power Automeia Digital Magazine platform supports serving of HTML5 ads. If you are submitting HTML5 ads, they must be hosted on 3rd party or self hosted locations such as Google DoubleClick or a standard hosting environment.

## Guidelines

All Assets, including non-standard 3rd party vendor JavaScript and CSS, must be hosted by your hosting provider or Doubleclick.\*

Libraries and assets such as jQuery, Greensock, Font files, CSS etc. cannot be hosted on shared domains and must be uploaded and served by the approved third party vendor being used.

As HTML5 creative requires more testing and QA than flash or image based creative, it is advised that advertisers, creative designers and media agencies consult the [Google DFP Guidelines](#) site for building HTML5 ad creatives.

Lead times for formats will be strictly adhered to for HTML5 creative to ensure smooth campaign launches and delivery.

\* Creative assets include all items displayed to the user in the ad. i.e. images, sprites, etc.

## Flash to HTML5 Conversions & Self Contained HTML5 Banners

There are many tools available that can convert Flash (SWF) files to HTML5 banners, however, there may be additional steps required to ensure they are compatible to serve on our ad network. Please refer to the following resources below when converting Flash to HTML5 or creating self contained HTML5 banners.

- [HTML5 Banners and DFP - Complete Guide](#)
- [Google Swiffy Tool - SWF to HTML5](#)
- [How to make HTML5 Ads Compatible with DFP](#)





# Tracking Clicks with Google Analytics

Google has a great, free [Custom URL Builder](#) tool allows advertisers to create custom, unique URL's that are sent directly to your Google Analytics account. This provides advertisers with complete visibility of where your ads are and the activity on them. Important Note: if the publisher is using Google's DFP to serve your ads – and you don't use Google's URL tool – your referrals from these ads will show in your analytics as a referral from: <http://pagead2.googleadsyndication.com/>, losing visibility of the referring site for your ad. For more information on this, Google has a quick read titled, "[What Referring URL Will My Ads Show](#)".

## Tips for building effective Custom URL's

### 1) Set up UTM Codes

Using Google URL Builder, add the URL, Campaign, Source, and Medium information into the selected boxes.

### 2) Use the Link in Your Marketing

If you'd like to shorten it, you'll need a tool like bitly ... or just use Google's short URL tool. Send the links along with your creatives.

### 3) Measure Your Success

If you already have Google Analytics set up for your site, Google will automatically track incoming campaigns. Check your Ads in Google Analytics by doing the following:

- Log into your Google Analytics account.

- Click on "Acquisition".

- Click on "All Traffic".

- Click on "Source/Medium".

You should see your unique URL's created for your ads in your referral traffic.



# Contact Information

Power Automeia is the market leader at helping the automotive industry reach customers through online magazines, videos, and social media. Contact us today!

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## Admin / Ad Operations Team

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