2024 Ad Specifications

Librarian Space Ads

Requested Ad Sizing:
• Both banner ads and footer ads are 728 pixels wide x 90 pixels high.
• Sidebar ads are 180 pixels wide x 150 pixels high.
• Ads must be submitted in .GIF, .JPG, or .PNG format and meet the sizing requirements above and the specifications listed below.

Other Specifications:
• For newsletter banners and footers, we will accept only static images. For website banners and footers, we will accept image or Flash. For sidebar ads, we will accept only static images for newsletter or website.
• All space ads should have a border to ensure readability on websites and newsletters.
• We recommend that advertisers’ ads link to a web page they control and that appeals to librarians using Doody’s websites.
• Doody Enterprises is not responsible for the viability of a sponsor’s link.
• Advertisers can change their ad as frequently as monthly as long as the artwork and notice are received within the schedule provided.
• Send artwork and URL to Caitlin Szontagh (caitlin@doody.com) according to the schedule below.

<table>
<thead>
<tr>
<th>Ad Month</th>
<th>Artwork Deadline</th>
<th>Ad Month</th>
<th>Artwork Deadline</th>
<th>Ad Month</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2024</td>
<td>12/8/23</td>
<td>May</td>
<td>4/12/24</td>
<td>September</td>
<td>8/9/24</td>
</tr>
<tr>
<td>February</td>
<td>1/12/24</td>
<td>June</td>
<td>5/10/24</td>
<td>October</td>
<td>9/6/24</td>
</tr>
<tr>
<td>March</td>
<td>2/9/24</td>
<td>July</td>
<td>6/7/24</td>
<td>November</td>
<td>10/11/24</td>
</tr>
<tr>
<td>April</td>
<td>3/8/24</td>
<td>August</td>
<td>7/12/24</td>
<td>December</td>
<td>11/8/24</td>
</tr>
</tbody>
</table>

Sample banner/footer advertisement

Sample sidebar advertisement

Advertising Manager: Caitlin Szontagh
Email: caitlin@doody.com
www.doody.com