

Digital Ad Sizes and Materials Specifications

Glass Magazine Weekly • Window + Door Weekly • GlassBuild America Daily
GlassMagazine.com • WindowandDoor.com • GlassBuildAmerica.com

Newsletter Ad Sizes

Billboard.900 pixels wide x 225 pixels tall
Square.300 pixels wide x 300 pixels tall
Product Spotlight

- Headline
- Up to 150 words of text
- Horizontal image measuring 450 pixels wide; height can be variable
- NGA cannot accommodate the following:
 - Video files in the newsletter
 - Different color background in the Product Spotlight box
 - More than one image on the Product page of the website
- Special requests must be submitted at least one week prior to the insertion date
- No changes will be accommodated later than the close of business the day before distribution

Website Ad Sizes

Billboard.900 pixels wide x 225 pixels tall
Square.450 pixels wide x 450 pixels tall
Trending Now

- Text: The company may submit either a product or an article/blog to be featured as Sponsored Content in the Trending Now section and linked landing page. For a product, submit up to 150 words of text; for a blog/article, submit up to 750 words of text.
- Image/Logo: An image measuring a minimum of 400 px wide, height can be variable, at 150 dpi will be placed on the homepage and landing page. Company logos measuring a minimum of 400 px wide, height can be variable, at 150 dpi will be placed only on the landing page. Or you may submit an image that includes a logo for use on both pages.
- Deadlines: the 15th of the month prior to insertion, example August 15 for a September 1 start.
- Social Media Posts: Once editors receive the content, they will create the social media promotional messages to be posted the first week of the month.

Social Media

Instagram – ideal image size 1080 px by 1080 px square; max 2,200 characters, including spaces, punctuation and hashtags. Note: only the first 125 characters will be displayed.

X, formerly known as Twitter – ideal image size 1200 px, can be horizontal, vertical or square, we will re-size as needed; max 280 characters, including spaces, punctuation and hashtags.

Ad File Requirements & Deadline

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- For animated GIF files, set loop to continuous with a maximum loop time of 7 seconds
- Third-party ad files are not accepted
- Provide a web address to where the ad should link
- Email materials to bmoorman@glass.org
- Deadline: Friday before insertion date

Video Requirements

- To upload a video on our site, the max size is 256 Mb
- Preferred format: MP4
- Or provide a screenshot with a link to the video hosted on YouTube, Vimeo or company website
- Recommended run time: no more than 3 minutes

Questions?

Email Beth Moorman at bmoorman@glass.org or call 703/442-4890 ext. 122.