

2017 PRODUCTION REQUIREMENTS

E-NEWSLETTERS



Leaderboard (728 x 90)

Medium
Rectangle
(300 x 250)

E-PUB



WEBSITE



Leaderboard (728 x 90)

Medium
Rectangle
(300 x 250)

ACCEPTED FILE FORMATS:

- > **Web-display:** SWF, FLA, GIF (static or animated), JPEG, PNG, and most 3rd party tags
- > **E-mail:** JPEG, GIF (static or animated)

PRODUCTION SPECS:

- > 72 DPI, RGB color mode, file size equal to or lesser than 150kb.

EMAIL BANNER PRODUCTION NOTES:

Animated Gifs are not compatible with all email applications (i.e. Outlook). If you are considering an animated gif, one workaround for this is to place all critical information in the very first frame of the animation sequence (with a time signature 0 seconds) OR consider placing your main marketing message, call to action statement, and logo in the first frame of your animation. If the animation gets stuck on the first frame, our readers will still get the message.

AD SUBMISSION:

- > **E-Mail:** ads@obroncology.com
- > **Snail Mail:**

Caribou Publishing, LLC
3001 Bridgeway Blvd., Suite K #124
Sausalito, California, 94965

E-BLAST SPECIFICATIONS:

- > **Maximum file size (HTML plus images):** 250kb.
- > **Maximum width:** 760 pixels
- > **Maximum height:** Unlimited (no more than 1000 pixels suggested)
- > All images must be hosted on client's servers
- > **Non-compatible objects:** Flash movies, buttons, audio.
- > OBR daily or ACCC newsletter header and footer will be added

E-BLAST AD SUBMISSION:

Materials must be submitted at least one week (5 business days) prior to scheduled mailing date.

Client must provide Subject Line, HTML and Text files.

TERMS:

OBR will be relieved of all responsibility for any form of compensation if an ad is supplied in a non-acceptable file format, such as native application files. Non-acceptable file formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats.

OBR will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken — by the client or by their agency — to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication date.