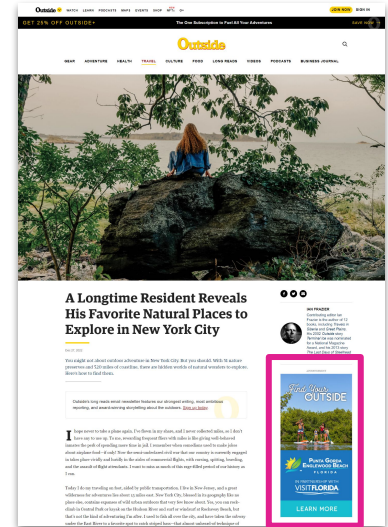
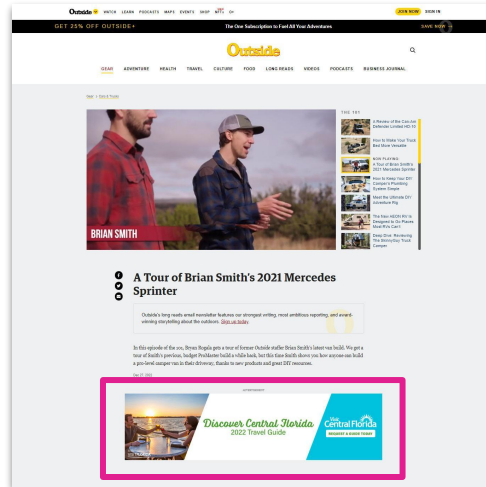


# OUTSIDE MAGAZINE – DISPLAY

## Advertising Specifications

**Asset Due Date: 2 weeks prior**

**Creative Requirements Display**



## Ad Specifications

Dimensions	<b>970x250</b> ; 100K initial; 300K polite max (200kb for 3 <sup>rd</sup> party tags) :15 sec max animation, <b>VISIT FLORIDA logo required</b>
Dimensions	<b>300x600</b> , 100K initial; 300K polite max (400kb for 3 <sup>rd</sup> party tags) 15 sec max animation; <b>VISIT FLORIDA logo required</b>
Dimensions	<b>300x50</b> ; 150K max (100kb for 3 <sup>rd</sup> party tags); no animation
Dimensions	<b>728x90, 300x250</b> ; 80K initial; 200K polite max (400kb for 3 <sup>rd</sup> party tags) :15 sec max animation; <b>VISIT FLORIDA logo required</b>
Click-thru URL:	Partner to provide

## Additional Information

- > Please provide all the required display assets:
  - > 970x250
  - > 300x600
  - > 728x90
  - > 300x250
  - > **300x50**
- > File Types Accepted: JPG, GIF, or 3<sup>rd</sup> Party Tags
- > 2 creative versionings max
- > 1 click tag and 1 impression tag accepted per creative versioning
- > **This program requires the VISIT FLORIDA logo. To view logo guidelines and logo options, [please click here](#)**

## Submit Creative

- > We advise that all creative assets are submitted by the asset due date to avoid any delays and incurring any additional associated program fees.
- > Advertiser must prepare full list of assets and specs contained in this document for each co-op program.
- > Email files to: [VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com)

For file specs, material extension and creative questions contact:  
[VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com) or  
 (303) 867-8237