



## Guideline Submissions for *Respiratory Management's* eSpire: e-Newsletter Advertising

Please email all advertising information, text and images to: [cnavarro@1105media.com](mailto:cnavarro@1105media.com). When sending, please place in the subject line: "e-Spire eNews Date/Ad Position for (your business name)".

### Advertising Specifications:

**ONLY gif or jpg image files accepted!**

#### Banner ad

Image size: 468 x 60 pixels; 72 dpi and file size not to exceed 20K

#### New Products ad

40-60 words total within 4 bulleted items and a headline

Image: 150 pixels across; 72 dpi; Photos not to exceed 15k

If a headline is not supplied, we will add a headline.

If you submit more text than specified, text will be trimmed. Please submit material according to the guidelines. For your convenience, Microsoft Word has a word count option under the Tools menu. Color scheme is determined by the publisher and ads will be consistent with those color schemes.

**URL Link:** *One URL link per advertiser will be active* - please do not include phone or fax information as this information cannot be tracked for you. We track the click thru activity on your URL link to provide you with quality sales leads.

**Please Note:** Text will be scanned by content filters to eliminate and/or revise wording that may be blocked by ISPs - i.e. 'save thousands of dollars...', 'drastically reduced...', 'free...', etc. Unless otherwise notified, text is also edited for basic grammar and style. *Please specify with your submission if the text is not to be edited beyond content filter changes.*

**Deadline for Materials:** All ad materials are due one week prior to the e-newsletter broadcast.

**Broadcast Dates:** eSpire from *Respiratory Management* - Thursday, twice a month

### Sales Contacts:

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