

Specifications for all eNewsletter Ads:

Healthcare Informatics eNewsletter, distributed weekly to more than 50,000 HIT professionals, features exclusive online content and news stories on the latest HIT developments, as well as links to other informative resources and events.

Required specifications:

- .gif or .jpg file (no Flash or Java script)
- URL to be linked from the image and/or text

*NOTE: In Outlook 2007 and Outlook 2010, only the first frame of animated gifs is displayed.

Position Specifications and Examples:

Leaderboard - Top Position

Dimensions: 728X90 File Size: 40KB or less



Skyscraper - Left Side Position

Dimensions: 160X600 File Size: 40KB or less



**Materials to be submitted Wednesday
before eNewsletter run to Keith Marshak:**

kmarshak@vendomegrp.com

Rectangle - Left Side Position

Dimensions: 180x150 File Size: 30KB or less



Full Banner - Middle Position

Dimensions: 468X60 File Size: 40KB or less



Text Ads

Dimensions: 125x125 photo/logo, headline and 100 words of text File Size: 30KB or less



2014

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