

## Digital/Mobile Perspective

A digital replica of *Perspective* is created and emailed to all members on the same publication schedule and cycle. This digital/mobile version enables advertisers to embed interactive content (video, photo sets, hyperlinks) directly into their print ads, to better engage and inform mobile readers.

DIGITAL/MOBILE PERSPECTIVE



### INTERACTIVE ENHANCEMENT OPTIONS

#### EMBEDDED VIDEO:

Launch video directly within your ad with a simple click or tap. Video opens in a center screen covering page content, or within the frame of your ad. One video per ad, :30 seconds or less.

#### EMBEDDED PHOTO SET:

Add a set of still photographs from promotional brochures, photo books or other sources that launches with a click or tap within your ad. 15 max. images, optimized for web/mobile screen resolution.





**HYPERLINKS:**

Multiple URLs can be embedded within an ad, either in the text, photos or the entire ad frame. No minimum or maximum number of URLs are required.

**MID-CYCLE ENHANCEMENTS OR AD CHANGES:**

Advertisers have the option to change the above listed enhancements, or even the entire ad image, once within each printed publication cycle (either monthly or quarterly).

**RECOMMENDED VIDEO SPECS:**

Format  
MP4  
Dimensions  
960 px x 720 px (4:3 Standard)  
960 px x 540 px (16:9 Widescreen)  
Frame rate 15-24 fps  
Length 15-30 secs

**SLIDE SHOW PHOTOS:**

Format  
JPG, Static Gif or PNG  
Dimensions  
960 px width  
72 dpi  
RGB  
Up to 15 images  
Audio MP3

**FILE DELIVERY:**

Via IngleDodd FTP site, email  
**Upload:**  
**Host:** www.ingledoddmedia.net  
**Login/Username:** adart  
**Password:** adart1  
Place your ad in the ADG/ADG.org folder  
**Email:** artwork@ingledodd.com

