

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

