

A digital replica of *CAS Quarterly* 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.

### EMBEDDED VIDEO



### EMBEDDED PHOTO SETS



## 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 SETS:

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.

DIGITAL/MOBILE CAS QUARTERLY





**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 ENHANCEMENT 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 CAS/CAS.org folder  
**Email:** artwork@ingledodd.com

