



Content Specifications

<u>Item</u>	<u>Word Count</u>	<u>Images</u>	<u>File Format</u>	<u>Notes</u>
Bronze content package	Up to 300	1 photo, 1 logo	Photo – .jpg (high resolution preferred) Logo - .gif or .jpg	
Silver content package	Up to 600	3 photos, 1 logo		
Gold content package	Up to 1,000	5 photos, 1 logo		
Platinum content package	Up to 2,000	12 photos, 1 logo		
PDF	n/a	n/a	.pdf	Maximum file size – 5 MB
Video	n/a	n/a	.avi, .wma, .mpg, .mpeg, .mov, .swf or on a DVD	Maximum video run time: 20 minutes
Web banner	n/a	Top – 728 x 90 pixels Right Skyscraper – 160 x 600 pixels Bottom – 728 x 90 pixels	.jpg, .gif or .swf (If using Flash, please send e-mail to TourLouisiana@ajrmediagroup.com for specific configuration info)	
E-Newsletter Featured Spotlight	Up to 300	1 photo, 1 logo	Photo – .jpg (high resolution preferred) Logo - .gif or .jpg	
E-Newsletter Exclusive Banner	n/a	468 x 60 pixels	.jpg or .gif	
Stand alone E-mail Broadcast	n/a	Varies	.html or .gif/.jpg and text (.txt file, Word document, etc.)	
Exclusive Contest	Up to 300	1 photo, 1 logo	.jpg or .gif	Prizing with ARV (approximate retail value) is required

Ver. 1.1

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