



Ad Specs

Banner Ad – This ad goes along the top/bottom of the web site. It will appear on every page. It requires a 793 pixels wide x 70 pixels tall ad at 72 dpi. Additional details available.

Square Ad for HTML – This ad goes into the html that is distributed each week. It requires a 260 pixels wide x 260 pixels tall ad at 72 dpi. JPEG format preferred.

Banner Ad for HTML – This ad goes into the html that is distributed each week. It requires a 653 pixels wide x 80 pixels tall ad at 72 dpi. JPEG format preferred.

Standard Square Ad for Newsletter PDF – This ad goes into our pdf which is distributed weekly and also posted on the web site. It is 3" x 3" at 300 dpi. JPEG format preferred.

Infomercial – The infomercial is placed in between feature articles on the ryortho.com homepage. It is somewhat flexible in the content; however the following might work well as a guideline:

- Up to a 10 word title.
- Up to 40 words in the article lead (content area).
- Provide a link to where you want the reader to go (on your website).
- Provide a small image or icon for use on the left hand side of the article lead (you can provide the image, icon, logo, in any size -- we can adjust its size to fit our needs).
- You will want to keep in mind that whatever you provide should be something simple and clean in order to be easily viewed at the size provided on the Web site.

Procedure of the Month – The Procedure of the Month is placed on a vertical band located on every page of ryortho.com. Please contact Jayme Johnson at jayme@ryortho.com for submission details.

Ad Spec Contact Information

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