



# TURNKEY LEAD-GENERATION OPPORTUNITIES

Partnering with **AIN** allows you to target and reach a specific group of our readers, with the ultimate goal of driving leads. Sponsoring a dedicated email or producing a webinar on **AIN** lends credibility to your brand in association with the topic and will position your offering as a solution to pressing industry issues.



**DEDICATED EMAIL**

- Client provides fully designed HTML and subject line
- Conservative open rate of 20%; average click rate of 3.5%
- Sent to 2,500 **AIN** readers
- \$5,500 per send



**WEBINARS**

- Contact information for all registrations (estimated minimum registrations of 100)
- Branding in webinar promotions
- \$12,000 sole sponsorship

# AIN DIGITAL SPECS

## ONLINE

### ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, HTML5
- Third-party banners accepted—must be SSL compatible
- iPhone application requires .png file
- 500kb max static-file size
- Banners cannot exceed 1mb

### RICH MEDIA FILE SIZE

- 75k initial, 150kb polite
- 2mb max user initiated

### MAX ANIMATION LENGTH

- 15 seconds; looping permitted with five-second pause

### TARGET URL

- Must be submitted with banner

### LOGO

- High-res .png logo with transparent background; will be shown in a 150x115 slot, scaled to fit

## VIDEO BOOST

### RESOLUTION

- 1920x1080 preferred/ 1280x720 minimum
- File Format: .mp4, .mov, .avi, .m4v, .m4a
- Codecs: H.264, MPEG4, AppleProRes

### ADDITIONAL REQUIREMENTS

- Title, 75-word description and URL

## NATIVE CONTENT

### DETAILS

- Word document containing copy to influence the piece if custom; or body copy of ingested article (1,250 – 1,500 words)
- At least one high-res image to accompany story
- Image should have 2x1 WxD ratio
- Company logo - see specs within the “ONLINE” section for additional details

## DEDICATED EMAIL

### DIMENSIONS, IMAGES AND DETAILS

- Max width of 550px and Max File Size: 35k
- Images: .jpg, .gif.
- All images should be hosted on your server. Publicly host any images you include in the mailing for them to correctly display
- Include the full link – no relative links –when referencing them in your code
- Example of an absolute link: `` URL must be appended with https://rather than just www. If you are using click tags, they must be embedded
- Subject Line: 70 characters or less (including spaces); to avoid spamming issues, refrain from using exclamation marks, ALL CAPS, unusual characters, misleading descriptions, and spam-triggering words, such as “free” or “guaranteed”

PLEASE SEND ALL DIGITAL FILES TO: [Creative@ainonline.com](mailto:Creative@ainonline.com); TYPICALLY, DUE ONE WEEK BEFORE CAMPAIGN START DATE