



## Technical specifications:

### Sizes and formats:

#### REQUIRED AD SIZES:

**rectangle:** 300x250 pixels

**billboard:** 970x250 pixels

#### FILE SIZE:

Under 100kb recommended for each image file

#### FORMAT:

JPG, GIF, PNG, HTML5, or third party ad server tags

### Deadlines:

Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

### Rich Media:

**ANIMATION:** Ads may include animation with a maximum of three loops or 15 seconds.

**VIDEO:** We can deliver supplied HTML5 video ads on Mainebiz.biz but not through our email newsletters.

We can also accept video files in these file formats to incorporate into in-banner video ads on our website: 3GP, F4V, FLV, M4V, MOV, MP4, MPG or WMV with a maximum file size of 200mb

If you have a video hosted on YouTube, Vimeo, or through another third-party streaming service, we recommend using the landing page for that video as the click-through of your banner ads.

### Sending us your files:

Send your files to [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz) and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Matt Selva at [mselva@mainebiz.biz](mailto:mselva@mainebiz.biz) or 207.761.8379 x330 if you have any questions about how to set up your file.



## Mobile versions

Our email newsletters use responsive design, making it easier to read, and giving more visibility to advertisers on smart-phones. All ad zones displayed in the desktop version of our enews will be replaced with a 300x250 pixel banner on smartphones. ▼

## Technical specifications:

### Sizes and formats:

#### AD SIZES:

**leaderboard:** 728x90 pixels

**large leaderboard:** 728x250 pixels

**rectangle:** 300x250 pixels

**FILE SIZE:** Under 100kb recommended for each image file

**FORMAT:** Image files required\* — JPG, GIF, or PNG

\*1x1 tracking pixels and third party tags that dynamically insert html content in the form of scripts, javascript or iframes are not supported due to limitations in the vast majority of email client software.

### Deadlines:

Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

### Rich Media:

**ANIMATION:** Ads may include animation with a maximum of three loops or 15 seconds. Ads with animation must be supplied as GIF files. Be aware that not all email browsers support animation so it is important to include any critical information on the first frame.

**VIDEO:** We can not deliver video directly through our email newsletters.

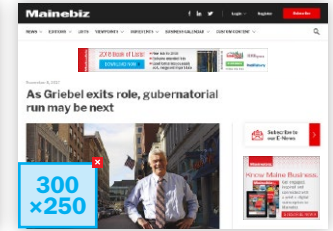
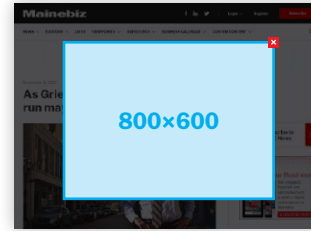
If you have a video hosted on YouTube, Vimeo, or through another third-party streaming service, we recommend using the landing page for that video as the click-through of your email newsletter banner ads.

### Sending us your files:

Send your files to [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz) and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Matt Selva at [mseiva@mainebiz.biz](mailto:mseiva@mainebiz.biz) or 207.761.8379 x330 if you have any questions about how to set up your file.

Effective September 1, 2025



## Mobile Crawler

## Lightbox/Takeover

## Shoutbox

Description / tech specs	Mobile Crawler	Lightbox/Takeover	Shoutbox
<b>Description / tech specs</b>	A 320x100 pixel ad locked to the bottom of mobile pages. May be animated for a maximum of 3 loops or 15 seconds.	An 800x600 pixel ad appears when the viewer opens the page. The background content and other banner ads are grayed out, so that the viewer sees only the Lightbox ad. May be animated for a maximum of 3 loops or 15 seconds.	A 300x250 ad slides into view at the bottom of the browser window from the left side. May be animated for a maximum of 3 loops or 15 seconds.
<b>Placement</b>	The crawler appears on the first page of a user's visit (entry page) and remains until they close the ad or go to another page.	Editorial article pages on page load.	Appears on all editorial article pages (will appear upon page load, after Lightbox closes if Lightbox is scheduled to run on same page).
<b>Premium features</b>	<b>Strategic placement:</b> Placed to reach the full Mainebiz.biz mobile audience; <b>Page dominant:</b> High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; <b>Exclusive:</b> Option for only one mobile crawler advertiser during a given time period.	<b>Strategic placement:</b> Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones); <b>Page dominant:</b> High visibility. Page content is dimmed until ad closes.; <b>Exclusive:</b> Only one lightbox advertiser during a given time period.	<b>Strategic placement:</b> Placed to reach the full Mainebiz.biz audience. (Includes all devices except smartphones); <b>Page dominant:</b> High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; <b>Exclusive:</b> Only one shoutbox advertiser during a given time period.
<b>Estimated monthly views*</b>	35,000 mobile page views per month, per advertiser	35,000 (Will reach approximately 90% of the site's non-mobile monthly users)	30,000 (Will reach approximately 90% of the site's non-mobile monthly users)
<b>Platform / Duration of views and user limits</b>	Mobile only / Remains on first page of visit until user closes the ad or goes to another page.	Desktop and tablet (not mobile) / Can be clicked off with the "X" and/or will go away after a few seconds. Targets all unique visitors (users) on mainebiz.biz. Limited to one view per user every 7 days.	Desktop and tablet (not mobile) / Can be clicked off with the "X" otherwise, it will remain open on the page and remains as viewer scrolls down the page. Targets all unique visitors (users) on mainebiz.biz. Limited to one view per user every 7 days.

## Mobile premium position rates

	Exclusive (per month)	Non exclusive, limit 2 (per month)
Mobile crawler	\$2,550	\$1,500

## Desktop and tablet premium position rates

	Per Month
Lightbox/Takeover	\$3,300
Shoutbox	\$2,850

\*Estimated views are based on current traffic trends, pricing is based on exclusive positioning rather than CPM

## Technical specifications::

### FILE SIZE:

256kb maximum for each image file

### FORMAT:

JPG, GIF, PNG, HTML5, or third party ad server tags

**ANIMATION:** Ads may include animation with a maximum of three loops or 15 seconds.

**VIDEO:** We can deliver supplied HTML5 video ads on MaineBiz.biz

We can also accept video files in these file formats to incorporate into in-banner video ads on our website: 3GP, F4V, FLV, M4V, MOV, MP4, MPG, or WMV with a maximum file size of 200mb

If you have a video hosted on YouTube, Vimeo, or through another third-party streaming service, we recommend using the landing page for that video as the click-through of your banner ads.