

EMCOMM BRIEF

Advertising Guidelines

Schedules and Deadlines:

Advertising schedules are based upon a month-to-month schedule. All advertisements will be considered to be expired at the end of a month unless the ad contract is renewed, or multiple months are purchased in advance.

All final approved media files should be received by EmComm Brief by the 15th of the month, ready for their placement on the website by the 1st of the month following receipt.

If an advertiser is unsure if media files will be approved, it is recommended that the files be submitted before the 15th for review to allow plenty of time to finalize and make website ready.

File Requirements:

- All files must be delivered in a .jpg format.
- File Names for images must not include any of the following:
 - Key adblock words such as 'banner', 'ad', 'advertising'
 - File sizes such as '728x90'
- Any image/logo that is on a white background must include a 1pix size border to distinguish the ad frame from the surrounding website page.

EmComm Brief reserves the right to adjust the file name for optimizing visibility of your ad on our site.

Placement:

EmComm Brief works with its industry partners to providing advertising space in the following locations within our website:

- Website Header placement
- Mid-Page placement
- Sidebar placement

Website Header Placement

This location is a premium space as our website visitors will immediately see your advertising when they land on the home page.



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PUBLIC SAFETY COMMUNICATIONS NEWS

Advertise On This Site

Maximum Image Size = 450 x 135

The Website Header ad space may include a group of ads (no more than four (4)) that will rotate through ads in the group. Advertisers may increase the visibility of their ad in this section by purchasing a greater percentage of the group placement, e.g. purchasing 2 of the 4 rotating ad spaces.

Mid-Page Placement

This location is located on the web site front page only. The benefits of this location is that the user will always first land on this page when visiting EmComm Brief. Additionally, it's placement is intended for banner-sized images.

The mid-page ad space may include a group of ads (no more than four (4)) that will rotate through ads in the group. Advertisers may increase the visibility of their ad in this section by purchasing a greater percentage of the group placement, e.g. purchasing 2 of the 4 rotating ad spaces.

Maximum Image Size = 850 x 135

Sidebar Placement

This location is a premium space as our website visitors will view an advertisement in the sidebar each time the Home page or News page is displayed.



This is a static advertisement placement, meaning that advertisers will have 100% visibility for the duration of their ad contract.

Maximum Width = 75 pixels

Minimum Height = 300 pixels

Maximum Height = 340 pixels

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Prohibited content

EmComm Brief reserves the right to reject any content that we determine falls under the following categories:

- Counterfeit goods
- Dangerous products or services that promote harm to individuals
- Dishonest practices or behavior
- Inappropriate content

Any vendor who is unsure if their advertising content falls within any of these categories should contact us at admin@emcommbrief.com with a sa

For advertising rates, please contact admin@emcommbrief.com.

Advertising rates at EmComm Brief are set through a combination of ad location and monthly rates.