

# COWBOYS&INDIANS

THE PREMIER MAGAZINE OF THE WEST

## DIGITAL ADVERTISING GUIDELINES

### WEBSITE

**BILLBOARD** 970 x 250 px

**LEADERBOARD** 728 x 90 px

**HALF PAGE**  
300 x 600 px

**MEDIUM  
RECTANGLE**  
300 x 250 px

**LARGE MOBILE BANNER**  
320 x 100 px

**MOBILE LEADERBOARD**  
320 x 50 px

CPM (per thousand  
impressions)  
20,000 minimum  
impressions — run of site.

*\* Mobile ad sizes required with billboard  
and leaderboard.*

### FILE TYPES ACCEPTED

Standard JPEG, GIF, PNG, Flash  
(Please include website URLs for all ads.)

### Flash and Animation

**(HTML5):** All Flash/HTML5  
ads must have embedded click tag  
and additional back-up GIF  
or JPEG ad creatives.

### Third-Party Ads:

cowboysindians.com  
supports most third-party  
ad servers and accepts  
iFrame and JavaScript tags.

Atlas ★ DoubleClick  
EyeWonder ★ MediaMind  
PointRoll ★ Mediaplex

### E-NEWSLETTER

**LEADERBOARD/FOOTER** 728 x 90 px  
\*Top and Bottom Positions

**BILLBOARD** 970 x 250 px  
OPTION TO LEADERBOARD/FOOTER  
\*Top Position Only

**MEDIUM  
RECTANGLE**  
300 x 250 px

### SPONSORED CONTENT

IMAGE - 600 x 250 px. No text or logo.  
HEADER - 10 WORD MAX.  
TEXT - 75 WORD MAX.  
TRACKING - 3 URLs max.  
(Image, line of text, and read more button)  
1x1 click pixel for 3rd party tracking accepted

*\*Sponsored Content text may be edited for style and clarity by C&I Editors*

### DEDICATED E-NEWSLETTER

IMAGES - 4 to 5 HIGH-RESOLUTION. No text or logo.  
Horizontal and vertical images are accepted. (C&I will resize)  
SUBJECT LINE: 15 WORD MAX.  
TEXT: 300 WORDS MAX. (may include subheadings)  
HYPERLINKS: 3 URLs MAX.

*\*Subject and copy may be edited by C&I Editors*

### DISTRIBUTION

Distributed to 100% opt-in subscriber list.

### FILE TYPES ACCEPTED FOR E-NEWSLETTER ADS, SPONSORED CONTENT PHOTO, AND DEDICATED E-NEWSLETTER PHOTOS:

Static Only – JPEG, PNG  
(Please include website URL for all ads.)  
1x1 click pixel for 3rd party tracking accepted

*Prices and availability subject to change.*

Ads must have clearly defined borders so they are distinguishable from publisher content on the page.

### DEADLINES & MATERIALS

Space and Materials Deadline two weeks prior to Start Date.  
Submit files via e-mail to [webproducts@cowboysindians.com](mailto:webproducts@cowboysindians.com).