

Media	Description
Banners	100,000 impressions for 6 banner sizes
Homepage Poker Bonuses	Inclusion for one month in all applicable bonus sections on cardplayer.com
eBlast	Exclusive eBlast that includes subject line, image and editorial up to 300 words

*** Materials must be sent one week in advance**

Banners

Sizes

728x90, 448x70, 300x250, 240x400, 160x600, 120x60

Types Of Creative

Third-Party

A highly customizable, interactive creative. You can use HTML and JavaScript snippets as well as tags from a third-party ad server.

Image

A basic image creative. Requires GIF, JPG, or PNG file.

URL

Provide a click-through URL of the page you would like the banner to direct to. (Not needed for third-party tags)

Maximum File Size

Hosted creatives can be up to 80k. For rich media creatives, follow industry rich media creative guidelines. Please note that larger creative files will increase the page load time for your site.

Geo-Targeting

Geo-targeting is available to either include or exclude certain countries, states, or cities.

Tracking

External tracking is available through the use of third-party tags and click-through URL's with a unique tracking code. Internal tracking is available for images with clickTAG's

*** Only one file type needed for each size**

Homepage Poker Bonuses

Logo

File Type: Jpg or Png
Size: 140x75 px

Small 'Icon' Logo

File Type: Png or transparent background
Size: 38x25 px
Must work on a dark background

Screenshot

File Type: Jpg or Png
Size: 242x170 px

Square Logo

File Type: Jpg or Png
Size: 60x60 px

eBlast

Editorial

Content must be of interest to our market
Edited to our discretion

Image

File Type: Jpg or Png
Maximum Image Size: 560x260 px
Maximum File Size: 70k
Image will be scaled down as needed

- Style/shell of blast is Card Player branded

For more information, pricing and tailored opportunities, contact sales@cardplayer.com