

# TEXAS CIVIL ENGINEERING NEWS

## NEWSLETTER BENEFITS:

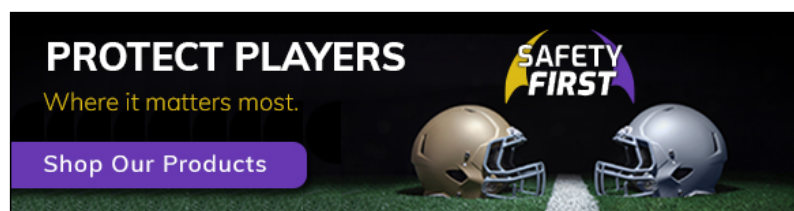
- **Audience** – engage with your target audience directly in their email inbox
- **Brand Awareness** – stay top of mind with prospects who match your target audience.
- **Brand Affinity** – build trust and align your company with a trusted leader within the industry.
- **Exclusivity** – there are a set number of zones in the newsletter and each zone is exclusive to one company. This guarantees that advertiser 100% share of voice in the zone.

## INVENTORY KEY BY ZONE (one client/one ad per zone)

- **Zone 1** — Leaderboard ONLY
- **Zone 2** — Jumbotron ONLY
- **Zone 4** — Sponsored Content ONLY
- **Zones 3, 5-8** — any Flex Ad is available for use in these zones, Flex Ads are indicated below and include Box Ad, Video Showcase, Featured Article, Banner, Product Showcase
- **Sponsored News 1**
- **Sponsored News 2**
- **Sponsored News 3**

## ZONE 1

### LEADERBOARD



### Highlights

- The top spot in the News Brief is reserved for the leaderboard

### Specs & Requirements

**Image Dimensions:** 580x150

**File Type:** JPEG

**Max File Size:** 40 kb

**Resolution:** 72 dpi

**Clickthrough Link:** One standard URL to a safe and secure (https) page on client's website

## JUMBOTRON



### Specs & Requirements

**Dimensions:** 580x300

**File Type:** JPEG

**Max File Size:** 40 kb

**Resolution:** 72 dpi

**Clickthrough Link:** One standard URL to a safe and secure (https) publicly accessible web page

### Highlights

- High impact placement in both dimensions and placement.
- The most valuable placement in our News Briefs is reserved for the Jumbotron

## SPONSORED CONTENT



### Highlights

- A native ad format that allows for an image and multiple clickthrough buttons
- Great to offer users multiple options for engagement, and to educate clients on the multiple benefits of your products, services, company solutions or industry expertise
- In Multiview's News Briefs the Sponsored Content ads are assembled from a combination of image, and 4 unique CTA buttons

### Specs & Requirements

**Image Dimensions:** 580x150

**File Type:** JPEG

**Max File Size:** 40 kb

**Image URL:** URL linking to client's website

**Buttons Clickthrough Links:** Four (4) standard URL's containing 5-7 words max each. URL's should link to a safe and secure landing page directly on the clients website (the URL's can be the same or different)

## PRODUCT SHOWCASE | FLEX AD



## Showcase Title

Promoted by Multiview

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. [Read More](#)

## Highlights

- A Native ad that will educate clients on the multiple benefits of your products, services, company solutions or industry expertise

## Specs &amp; Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

**Headline & Description:** 5-word Max Headline, 50 word description, and one standard URL to a safe and secure (https) page on client's website

## VIDEO SHOWCASE | FLEX AD



## Mercer Indigo - get coverage today.

Promoted by Mercer

Mercer Indigo is a comprehensive platform designed to help independent workers get access to quality health insurance, professional liability and other benefits. You can customize your coverage as easily as ordering your morning latte. [Watch Video](#)

## Highlights

- A Native ad that will educate clients on the multiple benefits of your products, services, company solutions or industry expertise

## Specs &amp; Requirements

Image Dimensions: 580x150

File Type: JPEG (No white backgrounds will be accepted)

Max File Size: 40 kb

Resolution: 72 dpi

**Headline & Description:** 5-word Max Headline, one standard URL linking to the desired video hosted on client's website

## FEATURED ARTICLE | FLEX AD

## Featured Article

Promoted by Multiview

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. [Read More](#)

## Highlights

- A native ad format that allows for text based content and direct links to client's website
- Accommodates a flexible native ad that allows you to educate clients on the benefits of your product, service, company solutions, as well as your industry expertise.

## Specs &amp; Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

**Headline & Description:** 5-word Max Headline, one standard URL linking to the desired video hosted on client's website

**Content Text:** 75-Word Max with URL linking to the article of choice on client's website

## BOX AD | FLEX AD



### Highlights

- The Box Ad is ideal for advertisers that must adhere to IAB standard ad sizes.

### Specs & Requirements

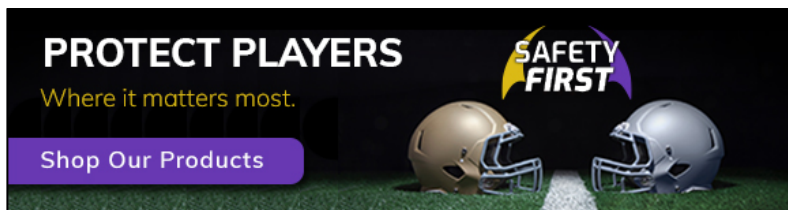
**Image Dimensions:** 300x250

**File Type:** JPEG

**Max File Size:** 40 kb

**Clickthrough Link:** One standard URL to a safe and secure (https) publicly accessible web page

## BANNER | FLEX AD



### Highlights

- A display ad format that allows your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### Specs & Requirements

**Image Dimensions:** 580x150

**File Type:** JPEG

**Max File Size:** 40 kb

**Resolution:** 72 dpi

**Clickthrough Link:** One standard URL to a safe and secure (https) page on client's website

## SPONSORED NEWS 1-3

### SPONSORED NEWS

The Sponsored News is limited to 3 companies per brief, and will be located directly above the footer of the brief.

#### The Insurance Savings You Expect

Promoted by Geico

The #1 Rated Insurance App. The GEICO Mobile app gives you peace of mind at your fingertips. [Read More](#)

### Highlights

- A native ad format to promote special public relations announcements.
- In Multiview's News Briefs the Sponsored News ads are assembled from a combination of title, main copy, and a CTA button (Read More)

### Specs & Requirements

**Title:** 5-Word Headline Max

**Content Text:** 20-Word description Max

**Clickthrough Link:** One standard URL to a safe and secure (https) landing page on clients website