



Pop Warner Marketing Spec Sheet

Collateral	Width (pixels)	Height (pixels)	Resolution (dpi)	Color	NOTES:
POP WARNER WEBSITE:					
Homepage Rotator	1900	700	72 (minimum)	RBG	<i>Include Headline & Description</i>
Homepage Horizontal Banner	470	165	72 (minimum)	RGB	<i>Include URL Target Link</i>
News Article Image	500	300	72 (minimum)	RGB	
QUARTERLY PARTNER MAILING:					
Banner Ad	700	150	72 (minimum)	RGB	<i>Mailing sent 4x per year</i>
DEDICATED E-BLAST:					
Images/Graphics	600	1000 (max)	96 (minimum)	RGB	<i>Include Subject Line & Send Date</i>
SCHOLAR & SUPER BOWL PROGRAM BOOK:					
Cover Ad (Full Page)	8.75"	11.25"	300 (minimum)	CMYK	<i>Preferred formats: PDF or JPG</i>
Inside Full Page (with bleed)	8.75"	11.25"	300 (minimum)	CMYK/B&W	<i>*Please refer to contract</i>
Inside Full Page	8"	10.5"	300 (minimum)	CMYK/B&W	<i>*Please refer to contract</i>
Inside 1/2 Page (with bleed)	8.75"	5.75"	300 (minimum)	CMYK/B&W	<i>*Please refer to contract</i>
Inside 1/2 Page	8"	5.125"	300 (minimum)	CMYK/B&W	<i>*Please refer to contract</i>
RULE BOOK:					
Full Page Ad (with bleed)	4.25"	9.25"	300 (minimum)	B&W	<i>Final Trim Size: 4" x 9"</i>
Full Page Ad	3.5"	8.5"	300 (minimum)	B&W	<i>Final Trim Size: 4" x 9"</i>
SOCIAL MEDIA POSTS:					
Facebook Graphic	1000	500	96 (minimum)	RBG	<i>Please send all texts, links and preferred post date with graphics.</i>
Twitter Graphic	1000	500	96 (minimum)	RBG	<i>Please send all texts, links and preferred post date with graphics.</i>
Instagram Graphic	1000	500	96 (minimum)	RBG	<i>Please send all texts, links and preferred post date with graphics.</i>