**We need to create an advertisement that is part of a newsletter that needs to conform to the following standard**

**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 the client’s website**

**We need 2 options**

**Option 1: Need the caption and logo to be embedded in the image**

****

**Do you have a rapid response plan for this?**

**Option 2: Need the caption and Skyline logo to be embedded in the image so that when the reader clicks on the logo they are taken to our website-specific page here:**

[**https://callskyline.com/emergency-response-planning/**](https://callskyline.com/emergency-response-planning/)

**The newsletter reader will then click on the url from the logo (see below) and then be taken to our website link to learn more and then fill out a form to schedule an appointment.**

****

**Do you have a rapid response plan for this?**

**Here is the Skyline Restoration logo that needs to be an overlay where if someone clicks on it and it takes them to our website to this URL:** [**https://callskyline.com/emergency-response-planning/**](https://callskyline.com/emergency-response-planning/)

****

**Here is what the typical email newsletter looks like with the old law firm logo - ERWIN LAW (we’re replacing Erwin Law) effective 9/8**

**The way we see this working is that the newsletter reader sees our banner ad, clicks on it, and is taken to our website URL to learn more**

****