

## Tower Advertisement Creative Specifications

### Brief

Tower Advertisements are commonly used to support the creative editorial produced as part of a FordMuscle TechForward™ promotion. Tower Advertisements can also be used effectively through a Tower Ad specific promotion. If your Tower Advertisement is part of a TechForward™ promotion you have the choice of linking the ad directly to your own website or to the related FordMuscle editorial. If so, your design should be relevant to the articles created for your specific promotion. See [www.fordmuscle.com](http://www.fordmuscle.com) for samples of Tower Advertisements produced for our other sponsors.

### Technical Requirements

- 175 pixels wide x 385 pixels high
- High Quality JPEG or GIF format
- 72 ppi
- Static graphics only (no animated GIFs or Flash graphics)

### Need Creative Assistance?

If you have any questions, need clarification, or require assistance developing your concept, please email [advertise@fordmuscle.com](mailto:advertise@fordmuscle.com).

