



## **MACKINMARKETING AD SPECS**

### **DEDICATED ADS**

- Graphic that is 600px x any height you choose
- .jpg or .pdf preferred
- List of ISBNs featured in the ad to link to on [Mackin.com](http://Mackin.com)
- Subject line

[Here is an example of a recent Dedicated Ad](#)

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### **COLLECTIONS EBLASTS**

- Graphic that is 600px x any height you choose
- .jpg or .pdf preferred
- List of ISBNs featured in the ad to link to on [Mackin.com](http://Mackin.com)
- Subject line

[Here is an example of a recent Collections Ad](#)

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### **NEWSLETTER ADS**

- Graphic that is 150px W x 175px H
- 8.5 x 11" .pdf file advertisement to link to (optional)
- 1-2 titles recommended that you would like to feature in your section of the newsletter
- List of ISBNs featured in the ad to link to on [Mackin.com](http://Mackin.com)

[Here is an example of a recent Newsletter Ad](#)

**CONTACT US**

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[Mackin.com/Marketing](http://Mackin.com/Marketing)