

# WEBSITE DISPLAY ADVERTISING REQUIREMENTS AND DEADLINES

# Our State

CELEBRATING NORTH CAROLINA

Mailing Address:  
PO Box 4552  
Greensboro, NC 27404

Street Address:  
800 Green Valley Road, Suite 106  
Greensboro, NC 27408

Tel. (336) 286-0600  
or (800) 948-1409  
Fax (336) 286-0100

## Website Display Advertising Materials

- **Image / Digital Ad – 300 x 250 pixels**  
Please submit image as a .jpg file:  
300 dpi and RGB. We do not accept  
Flash or GIF animation.
- **Click-Through URL**

## Image / Digital Ad Specs:

Please submit images as .jpg files: 300 dpi and  
RGB. We do not accept Flash or GIF animation.

## Send Materials to:

Production Department: ads@ourstate.com

## Material Deadline:

Materials are due 3 weeks prior to the website  
display advertising start date.

The screenshot shows the Our State website interface. At the top, there's a navigation bar with 'Our State' logo, 'MAGAZINE', 'STORE', 'EVENTS', 'NEWSLETTERS', 'EXTRAS', and a 'SUBSCRIBE' button. The main content area features an article titled 'Summer Tastes Better with Campfire Cooking' with a sub-headline 'The height of fine (outdoor) dining: threading an entire meal onto sticks and dangling it over the flames' and 'written by OUR STATE'. Below the text is a large image of a campfire with marshmallows on sticks. To the right of the article is a yellow box labeled 'DIGITAL AD (300 x 250 pixels)'. Below the article is a 'Related Articles' section with a list of five items. Further down is a 'Newsletters' section with an email input field and several checkboxes for different newsletter categories. At the bottom right, there's a 'Current Issue' section showing a magazine cover titled 'Our State CELEBRATING NORTH CAROLINA HOLE-in-the-WALL'. Another yellow box labeled 'DIGITAL AD (repeated from top)' is positioned at the bottom right of the page.