

ADVERTISING & SPONSORSHIP FILE SPECIFICATIONS

Website Ads

Double the size of your artwork

We recommend creating your artwork to be double the ad size (e.g., 728x90 should be set up as 1456x180). This will ensure your ad is displayed at the highest quality possible. When you submit your artwork to communications@genetics-gsa.org, be sure to include artwork for both the original size and double size.

Leaderboard
728x90px

General Tips

- **Use high-quality images.** Avoid blurry or pixelated images, as they will look unprofessional.
- **Keep it simple.** Banner ads should be easy to read and understand at a glance. Avoid overcrowding with too much text or imagery.
- **Use a strong call to action.** Tell viewers what you want them to do, whether it's clicking a link, downloading an app, or signing up for a newsletter.
- **Test your ads.** Before launching your campaign, test your ads on different devices and browsers to make sure they display correctly.

Mobile Banner 320x50px

Sidebar 300x250px

728x90px Leaderboard [1456x180px file size recommended]

- This is a wide banner that appears at the top of a webpage.
- Use a horizontal layout that emphasizes the main message.
- Consider using a combination of text and imagery.
- Make sure the text is large enough to be read easily.

320x50px Mobile Banner [640x100px file size recommended]

- This is a small banner that appears at the top of a mobile webpage.
- Keep the design simple and focused on a single message.
- Use a strong headline and a clear call to action.
- Consider using a countdown timer or a sense of urgency.

300x250px Sidebar [600x500px file size recommended]

- This is a versatile banner that can be used on both desktop and mobile devices.
- Use a balanced layout with both text and imagery.
- Consider using a before-and-after image or a testimonial.
- Make sure the call to action is prominent.

300x600px Sidebar Half-Page [600x1200px file size recommended]

- This is a taller banner that takes up half of the screen on a mobile device.
- Use a vertical layout that allows for storytelling.
- Consider using multiple images or a slideshow.
- Use a strong headline and subheadline to grab attention.

Sidebar Half-Page
300x600px

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Social Media Ads

Advertise to our robust scientific community

Be mindful of character limits when drafting your social media copy or newsletter blurbs (~50-word limit, not including the custom headline). Please include relevant hashtags and handles. If needed, GSA staff will work with you to edit your provided text so that it aligns with GSA's style, tone, and voice.

Facebook/LinkedIn
2400x1260px

Instagram Story
1080x1920px

X (formerly Twitter)
2048x1024px

LinkedIn Banner
1584x396px