

# SAGE® ELECTRONIC AD SPECIFICATIONS

## General Banner Ad

### How General Banner Ads Work

The banner ad is displayed in SAGE Online alongside the other information and options available to the distributor as they search for products in SAGE Online. Your banner ad can link to your products, up to 3 sales tools (which can be documents, audio, video, URLs, etc.), and gives distributors the ability to ask you a question using SAGEim or email.

### Ad Requirements

1. Ad Size
  - 585 x 65 pixels at 72 dpi
2. File Type
  - JPG or PNG
3. SAGE#
  - Your SAGE# must be included on your ad. "SAGE" is fully capitalized.
4. Text
  - Text font size must be at least 8pt to be legible for online ads.

### Adding Sales Tool Links

Sales tool links can be added by clicking the supplier profile and catalog link located in the SAGE Supplier Center. This will direct you to your home profile page where you will see a tab to access your sales tools. Click the sales tools tab and add new file to add documents, audio, video, URLs, etc. Up to 3 sales tool links can be added to each ad.

## Submitting Your Ad

Add and manage your general banner ads through the SAGE Supplier Center. The ads can be changed at any time.

*If you have any questions, please feel free to contact our Advertising Coordinator at **800.925.7243** or email [advertisingart@sageworld.com](mailto:advertisingart@sageworld.com). Thanks for advertising with us!*

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