

SAGE® ELECTRONIC AD SPECIFICATIONS

Keyword Advertising

How Keyword Advertising Works

When a distributor is searching in SAGE Online, if the entered keyword or category matches one of your keywords, then the ad is shown. If you wish, the ad can also be randomly shown on searches that do not match any keyword ads. If too many ads match the entered keyword/category, then a randomly selected set of matched ads will be shown.

Submitting Your Ads

Add and manage your keyword advertisements through the SAGE Supplier Center. The ads can be changed or deleted at any time. You can have a maximum of 50 keyword ads.

Ad Option 1 Text Only

1. Body Text
 - Approx. 60 characters maximum

Ad Option 2 Text, Plus Logo

1. Logo (optional, see price sheet)
 - JPG or PNG
 - 125 pixels x 20 pixels at 72 dpi
 - Text font size must be at least 8pt to be legible for online ads.
2. Body Text
 - Approx. 40 characters maximum

Ad Option 3 Full Graphic

1. Graphic (optional, see price sheet)
 - JPG or PNG
 - 125 pixels x 50 pixels at 72 dpi
 - Text font size must be at least 8pt to be legible for online ads.

Universal Ad Components

1. Ad Title
 - Approx. 20 characters maximum
2. Keywords (not shown on ad)
 - Comma-separated list of keywords - maximum of 25 words
 - Derivatives of words are automatically included, so no need to use singular/plural forms as two keywords, etc.

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.

Ad Limitations

None of the ad elements (including keywords) can contain: (1) profanity or other inappropriate content, (2) the names of your competitors, (3) trademarks or logos that are not owned by or licensed to the poster, (4) false or misleading information, or (5) any illegal content. Supplier will be liable for any claims made against SAGE related to the ad content. See the advertisement agreement for more details.

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