



2021 DIGITAL ADVERTISING SPECIFICATIONS

Digital Advertisement Submission Instructions:

Designed ads must be sent to bgerber@khmtravel.com KHM Travel Group recommends that you share these specifications with your marketing team. Content for ads to be designed by KHM Travel Group must be sent two weeks prior to the submission deadline. Please provide content for ad including text, image attachments in .pdf, .jpg, and .png format (or a URL where they can be found), offer details and required disclaimers.

Email Advertisement Submission Instructions:

Email content can be any length of copy. Please include disclaimers if they exist for any offers. Minimal styling can be applied. (bold, title text, regular copy etc.) Allow at least 5 business days for creation and testing. Exact delivery date is based on availability.

Designed emails must be sent to bgerber@khmtravel.com KHM Travel Group recommends that you share these specifications with your marketing team. Content for emails to be designed by KHM Travel Group must be sent two weeks prior to the submission deadline. Please provide content for email including text, image attachments in .pdf, .jpg, and .png format (or a URL where they can be found), offer details and required disclaimers.

If you need assistance with creating an advertisement or branded message, please email marketing@khmtravel.com.

Please note when referencing KHM Travel Group in your ad, please always refer to us as "KHM Travel" or "KHM Travel Group;" never just "KHM".

KHM Travel Group has diverse group of agents from a variety of races, backgrounds, ages, locations, and lifestyles. Please keep this in mind when selecting/designing your ads. We encourage you to highlight diversity and inclusion whenever possible.

File Specifications For Digital Advertisements

Preferred Formats	PDF, JPG, PNG, GIF
Resolution	150-300 DPI
Color Mode	RGB

File Size Specifications Per Product (width x height)

Agent Portal Rotating Banner / 770x373 ppi

Agent Access Weekly Spotlight Ad / 600x300 ppi

TravSearch Consumer Website Rotating Banner / 850x315 ppi