DIGITAL SPONSORSHIP

Member Exchange Banner Creative Specifications

Sizes

Please submit creative sized to the following pixel dimensions.

- 640w X 125h
- 160w X 1000h
- 925w X 125h
- 300w X 200h

Accepted File Types

- .png
- .jpg

URL

Provide the URL that the banners should point to.

Content Considerations

As a non-profit association, RH-ISAC doesn't sell advertising. Instead, we offer sponsorships. The difference is that the banner cannot include qualitative or comparative language; price information or indications of saving or value; or a call to purchase, sell or use the sponsor's products or services. The following types of language are often construed as promotional and are cautioned against:

- A superlative description or qualitative claim about the company, its products, or its services (e.g., "the best software ever written")
- Direct comparison with other companies, or with other companies' products or services
- Price or value information (e.g., "only $160 per month," or "affordable," "discount," or "free")
- Inducements to buy, sell, rent, or lease (e.g., "six months' free service when you buy," or "guaranteed for life")
- Endorsements (e.g., "recommended by 4 out of 5 CISOs")
- Demonstrations of consumer satisfaction