



IAFC

International Association of Fire Chiefs

IAFC email and homepage image/graphic specs

Ad Specs (Email)

Dimensions (in pixels)		Standard ad	Animated .gif*	
Width	Height	Max file size	Max file size	Max animation length
600	75	100 kb	100 kb	15 seconds
300	250	50 kb	70 kb*	15 seconds
300	100	30 kb	40 kb*	15 seconds

* Note: Animation is not supported consistently across email providers

Image/Graphic (Email)

Dimensions (in pixels)	
Width	Height
160	125
160	160
300	250
600	100
600	150 or 250
650	150 or 250

Email Header/Banner

Dimensions (in pixels)	
Width	Height
650	140 or 150

Sponsor logo (Email & Web)

Dimensions (in pixels)	
Width	Height
135	92

*Provide link to company

Website slider:

1280x720 Images only/no text ~ Provide text separately

Website Event:

1280x720 Graphic

File format: .jpg or .png or .gif

Color mode: RGB

Resolution: No greater than 72 DPI when used at 100% of size

Other: If white background is used (whether partial or in full), ad must have a solid border

With all images include:

1. Alt (mouseover) text for ad: 12 words max
2. URL that ad should link to