

## Website & E-newsletter Specs

Bulk Transporter™ online offerings are a great way to brand your products or services, build awareness, and drive traffic to your company's Web site.

### Technical Specs

#### Web site dimensions and file sizes:

[bulktransporter.com](http://bulktransporter.com)

- ❶ Leaderboard: 728 x 90 • 35k maximum
- ❷ Spotlight: 300 x 250 • 35k maximum
- ❸ Button: 180 x 150 • 20k maximum
- ❹ ASK THE EXPERTS: Interactive Q & A Forum  
Contact your sales representative for specifications.

**Formats: Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.

**NOTE:** Must also supply a non-animated GIF or JPEG in addition to other formats, to accommodate instances that require a static image.

**Will accept for testing:** DHTML, Audio, Real, Shoshkeles  
**Non-accepted formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

#### Frames and Looping:

Maximum frames—4 • Looping—3 times

**Materials due:** Two (2) business days prior to posting  
Five (5) business days for rich media

- **Include with instructions:** Referring URL and alt text

#### E-newsletter dimensions and file sizes:

**Bulk Logistics Trends** (weekly)

**Tank Wash Monthly** (monthly)

- ❺ Full Banner: 468 x 60 full banner • 15-20k maximum  
(includes additional 50 words of text & email/url link)
- ❻ Tower: 120 x 600 • 25k maximum  
Half-tower: 120 x 240 • 20k maximum

**Formats: Currently Accepted:** GIF or JPEG files only.  
No Rich Media or Flash.

**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

#### Frames and Looping:

Microsoft Outlook in Windows 7 does not support animation. If submitting animated files for e-mailed newsletters, make sure that the first frame contains the content you want displayed as a static frame because many recipients will not be able to see the additional frames.

**Materials due:** Two (2) business days prior to e-newsletter blast.

**Cancellation Policy:** Banners & sponsorships require a 2-week written cancellation notice.

More detailed specs available on request.

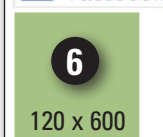


The weekly e-newsletter serving the tank truck, tank container, and storage terminal industries.  
September 15, 2010 A Penton Media Publication Vol. 10, No. 7

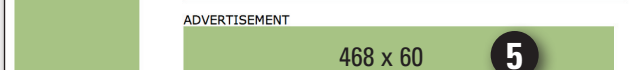


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Odyssey Logistics & Technology Corporation (ODOT) has joined the SmartWay Transport Partnership, earning the highest rating of 1.25.  
**INCD presents award to Brenntag**  
Brenntag North America Inc., headquartered in Reading, PA, is the recipient of the National Association of Chemical Distributors (NACD) 2010 Responsible Distribution Excellence Award.



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