

# FLIPBOARD - Promoted Content

## Advertising Specifications

Asset Due Date: 2 weeks prior



**Events in Florida**  
A guide to events around the sunshine state.  
VISIT FLORIDA



**Florida Culture**  
Explore the sunshine state's rich tapestry of arts and culture.  
VISIT FLORIDA

## Ad Specifications

Headline:	15 characters
Body:	90 characters
Main Image:	Exactly 1200x627 (1.91:1 aspect ratio)
Max File Size:	200KB
Icon/Logo:	Exactly 100x100 (1:1 aspect ratio)
Brand Name:	25 characters
Click-Through URL:	Partner to provide click-through URL

## Submit Creative

- > We advise that all creative assets are submitted by the asset due date to avoid any delays and incurring any additional associated program fees.
- > Advertiser must prepare full list of assets and specs contained in this document for each co-op program.
- > Email files to: [VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com)

For file specs, material extension and creative questions  
contact: [VFLOOP@MilesPartnership.com](mailto:VFLOOP@MilesPartnership.com) or  
(303) 867-8237