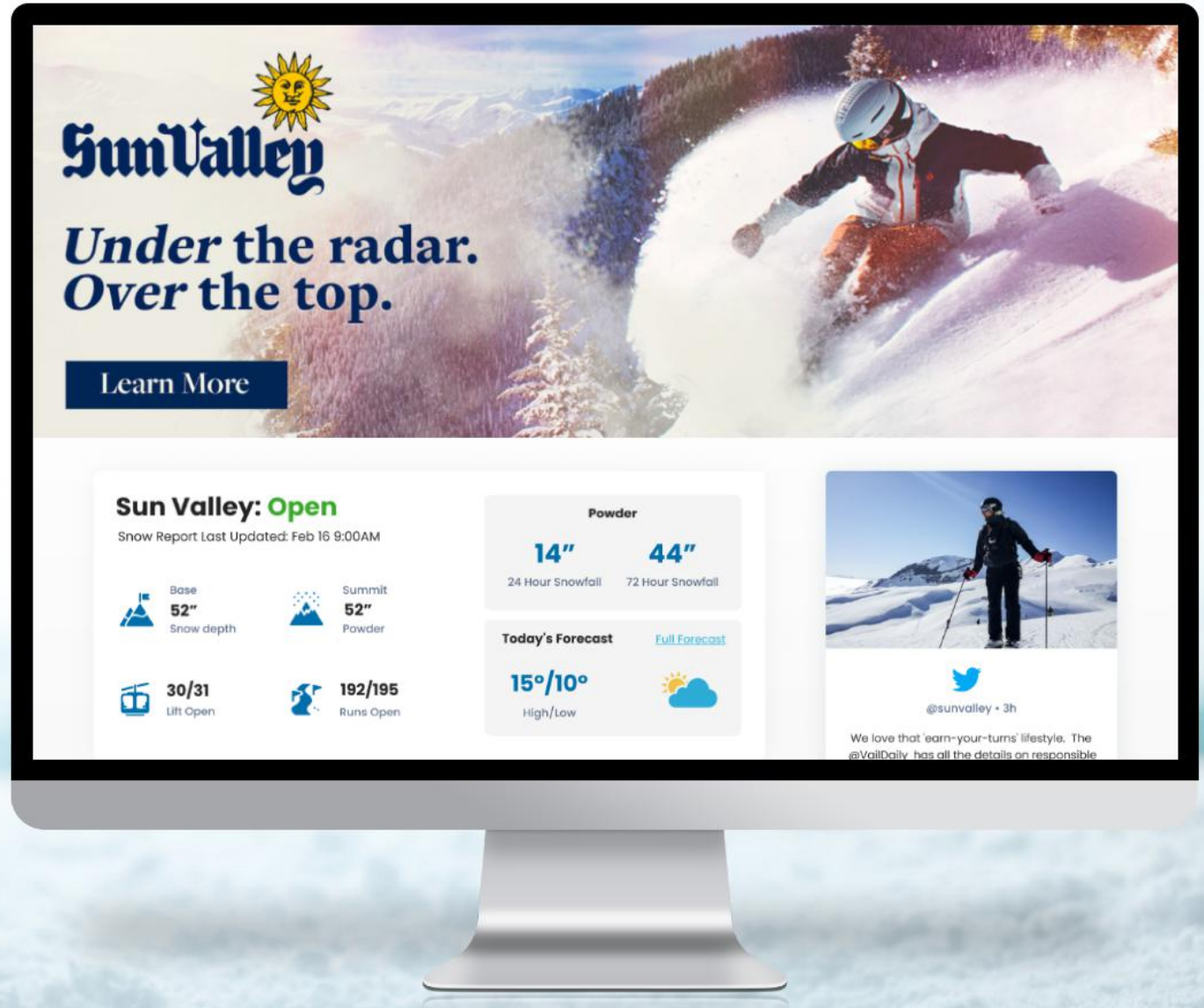


Products And Specs

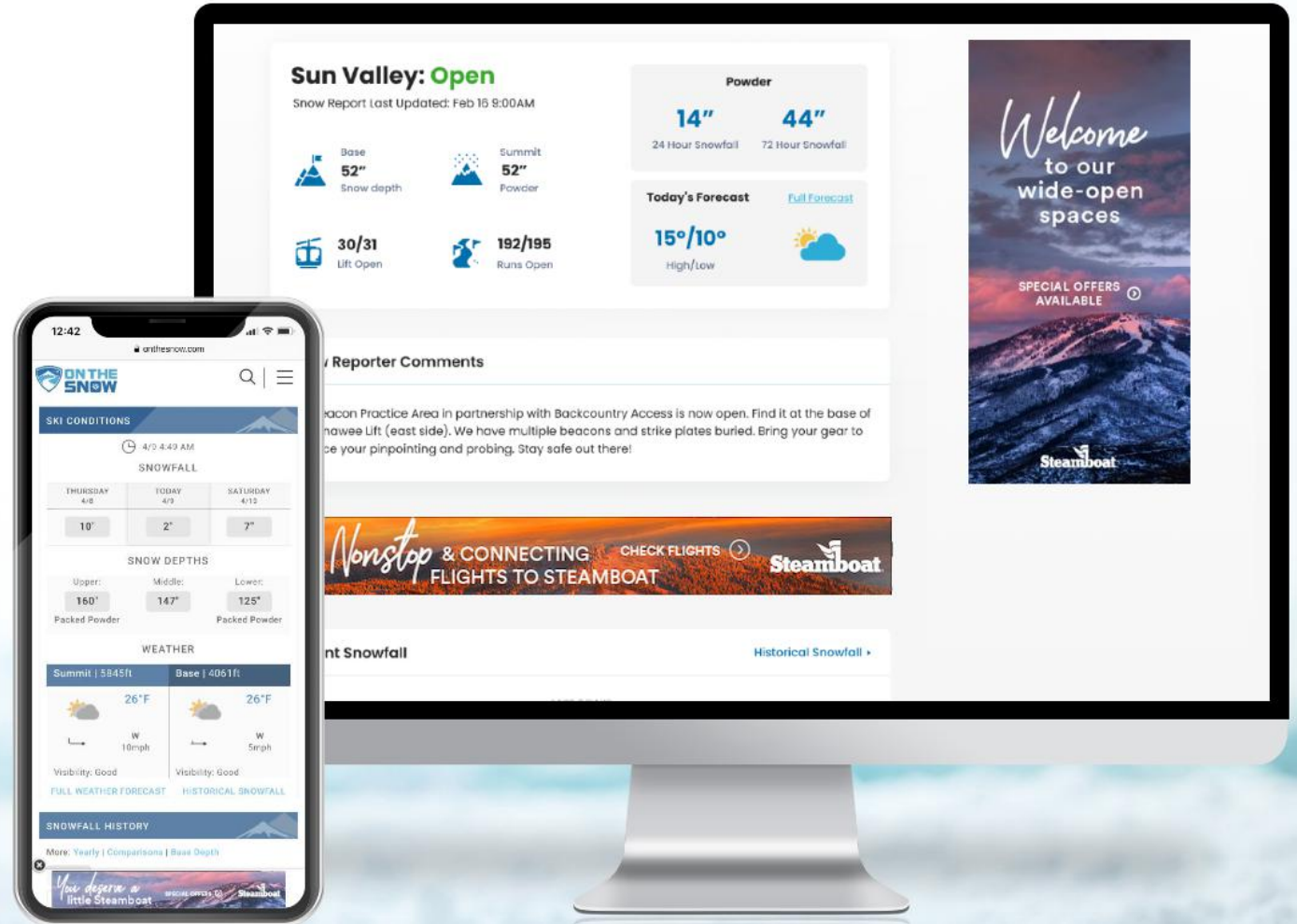
Big Screen

- Image Dimensions – 1600x578 and 650x550
- Image Format – JPG, GIF, PNG
- Size – 300KB max per image
- Click through URL
- Video Asset (Optional)
- YouTube embedded URL or Video File
- *Note: only 1 impression & click tag per set



Premium Display Bundle

- Image – 728x90, 300x250, 160x600, 300x600, and 320x50
- Image Format – gif, jpg, rich media
- Total Size – less than 40k
- Animation – less than 3 loops, no blinking text
- 3rd party tags accepted (tags must be secured)
- Click through URL



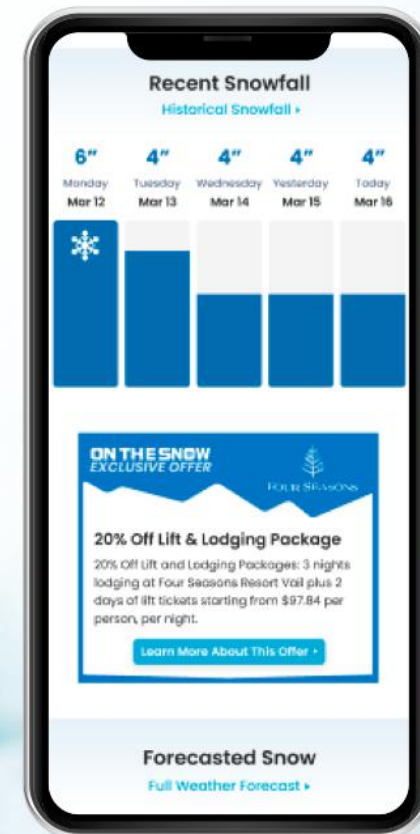
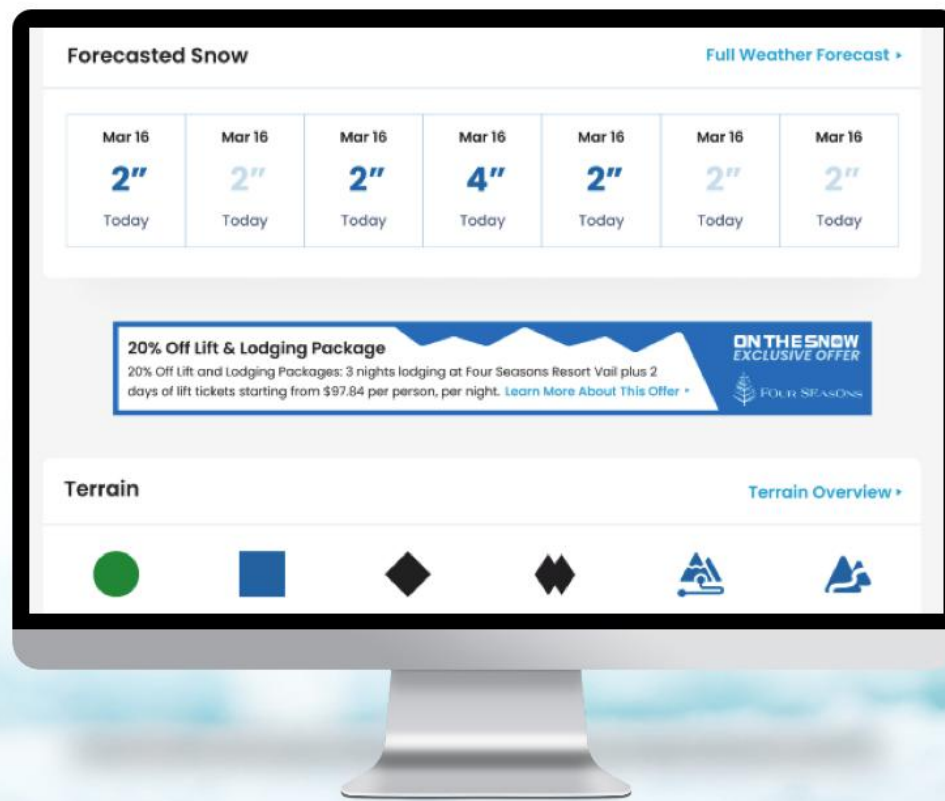
Mobile Scroller

- Image – 370x740 and 400x666 (both sizes needed, for big and smaller screens)
- Format – JPG, GIF, PNG (no animation)
- Total Size – 300KB max
- Third-party Tracking Accepted – Yes (Impressions, Clicks, Research Tags)
- Click through URL
- *Note: only 1 impression & click tag per set



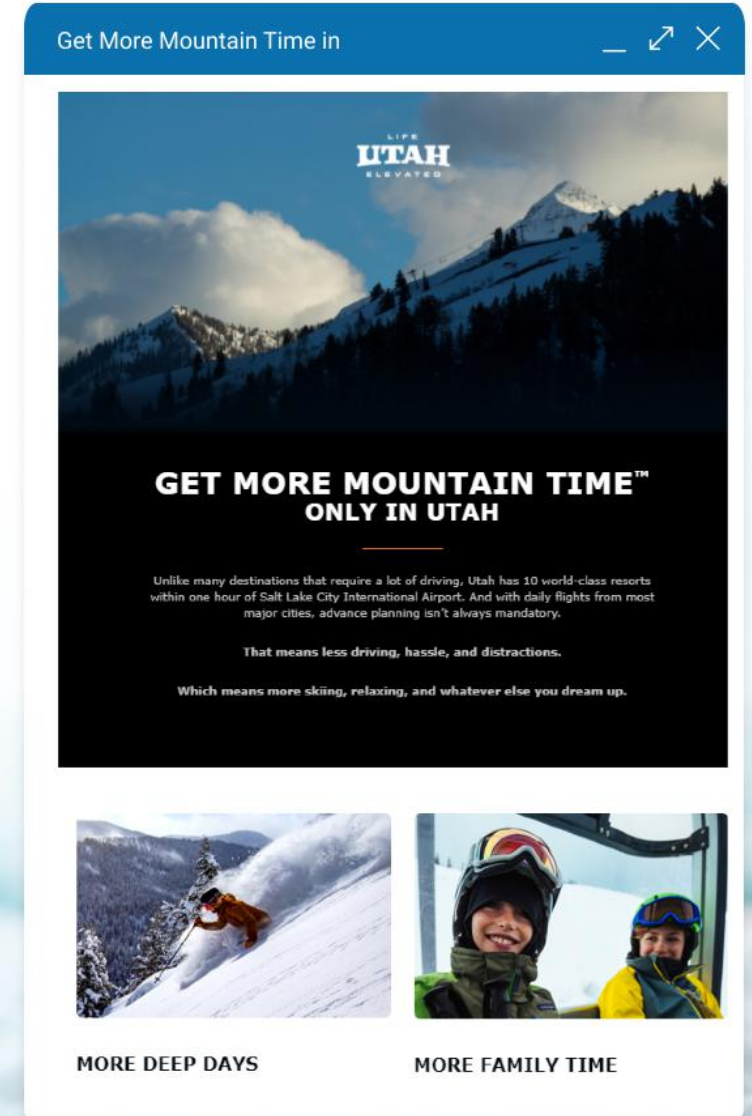
Travel Offer

- Headline text – 50 characters max (punctuation, spaces, etc. counted as characters). No all caps.
- Body text – 50 word max. No formatting of text (bold, italic, line breaks, etc.) & do not include website URLs or email addresses in body
- Logo -- White with transparent background
- Click through URL



Custom Email

- Subject Line – subject line for your email
- From Line – The from name for your email, not an email address
- HTML version – HTML file with a max width of 600 pixels (size: less than 250k)
- URL Links – 6 links or less in total
- Any CSS styles should be "in-line" (Please DO NOT declare in a style block at top of code)
- *Note: only 1 impression tag per email & 1 click tag per clickable part of email



Mobile Inbox

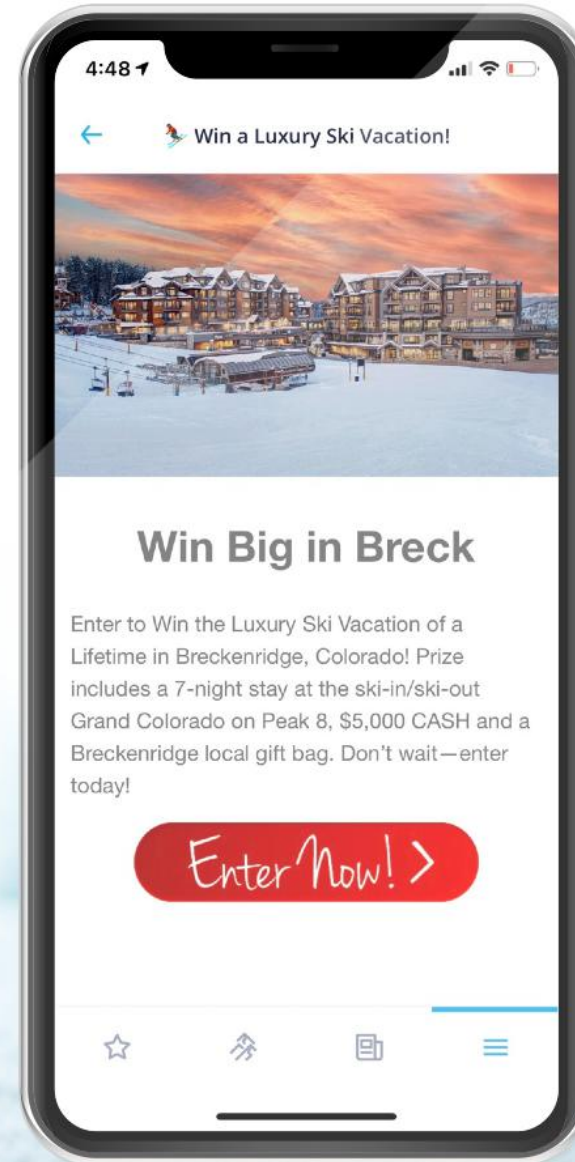
- Subject Line – 30 characters max.
- Click through URL

Image Option 1 - Fullscreen

- Image – 640x960 (JPG), max 500 kb
- Call to Action Button within image (optional)

Image Option 2 – Half Screen with Text

- Image – 640x480 (JPG), max 500 kb
- Header Text – 17 Characters max
- Body Text – 50 words max
- Call to Action Button in text (optional)



Sponsored Newsletter (Title & ADV 1)

- Headline text – 50 characters max (punctuation, spaces, etc. counted as characters). No all caps.
- Body text – 50 word max. No formatting of text (bold, italic, line breaks, etc.) & do not include website URLs or email addresses in body
- Image – 264 x 176 px (gif or jpg).
- No animation
- Creative must not include the word "click" or any variation.
- Click through URL



New Season, New Stoke. Own It with Ikon Pass.



[View in Browser](#)

March 12, 2020



[Snow Report](#) [Webcams](#) [Forecast](#)

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Exceptional Offer on 2020 GMC Yukon

Qualified buyers get 0% APR for 5 years on 2020 Yukon and Yukon XL models.¹

¹Monthly payment is \$16.67 for every \$1,000 you finance. Example down payment is 7.6%. Not available with lease and some other offers. Some customers may not qualify. Take retail delivery by 3/31/20.



[View Offer](#)



Big Snow / Spotlight / Amplify

Evergreen Article
Homepage promotion
Newsletter inclusion
Social media post
Cross-device in-house units

Article

- Text – 250-500 word news story
- Hyperlinked text and URLs they go to. (5 links max) e.g. Lodging, flights, lift prices, events, etc.
- Video – YouTube link (72 dpi) optional
- OnTheSnow Staff will work with your team to edit content to fit our brand and voice



11 FEET of snow this month: Deepest January ever for Jackson Hole

16th January 2021 | JACKSON HOLE



It has snowed 11 feet in Jackson Hole in January, with more on the way

Copyright: Jackson Hole Mountain Resort

SPONSORED

With over 11 feet of snow blanketing the Tetons since January 1, 2020, conditions at Jackson Hole Mountain Resort are some of the snowiest of all time. 134 inches of snow has fallen on the upper mountain since the start of the new year, and current base depths of 91 inches make this January the deepest on record to date in the resort's history. With 272 inches of total snow season to date, Jackson Hole is amongst the leading North American resorts for snowfall.

>> Check out our [latest blog](#), which shows the all-time conditions we've been having.



Conditions are all-time in Jackson Hole.

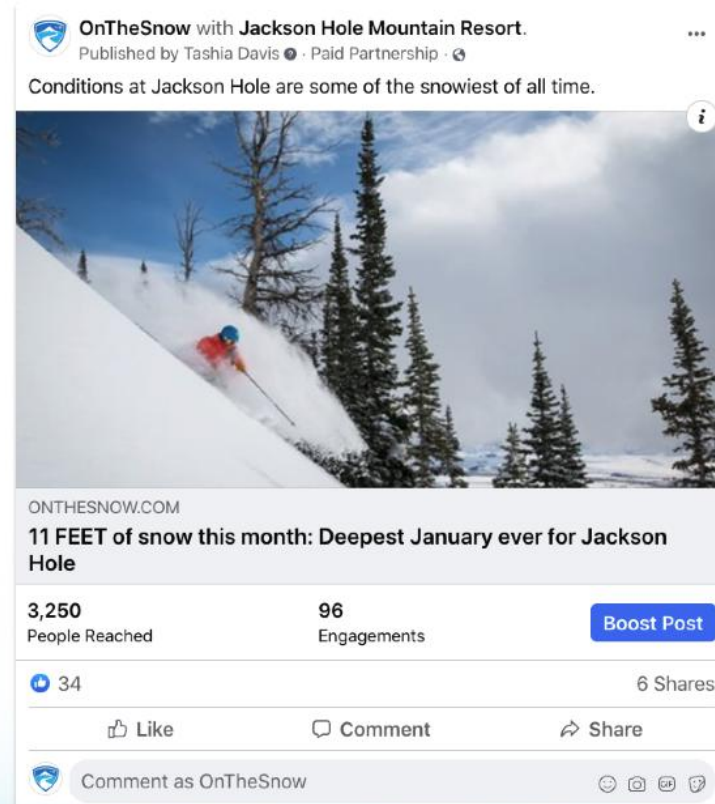
Copyright: Jackson Hole Mountain Resort

"We're in the flow," stated JHMR Vice President of Operations Tim Mason. He went on to note, "I'm impressed by the virility and sustained nature of this storm cycle, and how our staff have responded to it. We have worked tirelessly to ensure the parking lots are plowed, buses are running, and the mountain opens in a timely and safe manner. Not to mention the skiing has been incredible; this is a January for the record books."

Big Snow / Spotlight / Amplify (Continued)

Photo

- Image – 620x413 or larger at 300 dpi
- Format – JPG (horizontal only)
- Minimum of 3 images for consideration
- Image caption and credits
- Need assets 2 business prior ideal launch date



11 FEET of snow this month: Deepest January ever for Jackson Hole

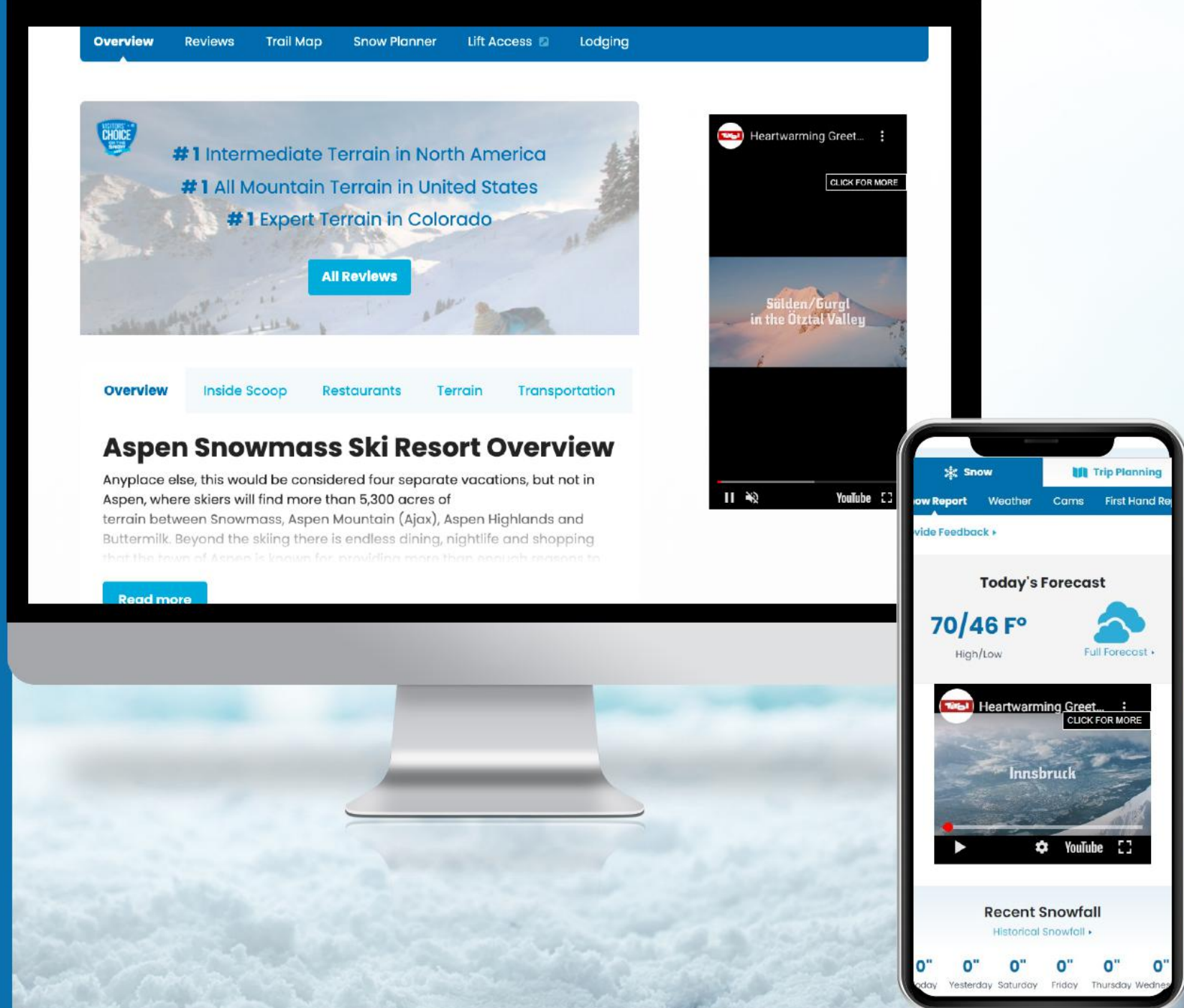
"This is a January for the record books." JHMR Vice President of Operations Tim Mason

[Read More](#)



Pre-Roll Video

- Includes On-Site Video
- 15: or :30 seconds File Formats
.mp4, .mov, .mpeg or VAST tag
- Size = 4MB Max
- Can accept impression/click tags
- Click through URL



Snow Before You Go Sponsorship

Newsletter Unit

- 728x90 ad

- Click through URL

In-Feed Unit

- Logo – 170x90
- Landing Page URL

Article Unit

- 300x250 or 300x600 ad
- Click through URL



Much Needed Snow Headed East

13th January 2021 | CHRIS TOMER

RESORTS IN THIS ARTICLE: BIG SKY, JACKSON HOLE, KILLINGTON RESORT, MOUNT SNOW, OKEMO MOUNTAIN RESORT, >> SHOW MORE



Meteorologist Chris Tomer gives us the run down on where will be the snowiest this weekend, 1/14-1/17. The hot spots this week are the Pacific Northwest and the Northeast.

Pacific Northwest

The atmospheric river comes to an end on Thursday. But, smaller storm systems are lined-up. One on Friday and another on Sunday with light to moderate snow accumulation. Snow levels were high during the atmospheric river with high density snowfall on the highest volcanoes and highest Cascades.

Banff

The atmospheric river comes to an end on Thursday. Thursday is probably the best powder day of the

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PRIZM
LENS TECHNOLOGY

SUN & CLOUDS

PRIZM ROSE

LENS OF THE DAY

SHOP NOW



Large Storm System Favors the West

Meteorologist Chris Tomer gives us the run down on where will be the snowiest this weekend. The hot spot this week and weekend is the West. See which resorts will prosper under this weather pattern in this week's Snow Before You Go forecast, presented by Oakley.

Full Video Forecast

onthesnow

SNOW ACCUMULATION WEDNESDAY-SUNDAY

2 STORMS
12-36"
10-24"
JET STREAM

Liked by nancyberenato and 134 others

onthesnow The weekly ski forecast is in! Head to the link in our bio to see who's getting the most snow this weekend. #onthesnow #snowbeforeyugo Presented by @oakley.