



DRC Marketing Solutions Media Specifications

- **Dedicated Emails**
 - Image or Flyer in JPG format (600px)
 - URL for tickets/website
 - 1-2 Paragraphs describing the event. Max 300 words.
- **Social Media**
 - **Instagram Stories**
 - Image or Video | 1080px x 1920px
 - 15 seconds
 - **Facebook Stories**
 - Image or Video | 1080px x 1920 px
 - 15 seconds
 - **Instagram Posts**
 - Image or Video | 1080px x 1350 px (recommended)
 - 1 Min Max Video
 - IGTV > 1 Min
 - Caption (138-150 Characters Recommended)
 - Maximum of 10 Hashtags (i.e. #dance #losangeles)
 - Please include all necessary tags using “@_____” format
 - **Facebook Posts**
 - Image or Video | 1080px x 1080px
 - 90% Photo, 10% text
 - Caption
 - Please include URL
 - **Twitter Posts**
 - 280 character limit for caption (including hashtags)
 - Videos must be 2:20 mins or less
 - Max file size 512MB
 - URL
- **Website Ads**
 - CTA (Call to Action)
 - Contact/Business Info
 - URL
 - Photo (JPG format)
 - Landscape Photo Recommended
 - 728px x 90px
- **Newsletter Ads**
 - Image (JPG format) | 600px x 300px
 - CTA (Call to Action) OR Text Summary (up to 100 words)
 - URL
 - Contact Information