

DRA Digital Specifications

Max file size: under 1Mb

Website Banners (AdRotate Pro)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign

HTML
(if no third-party scripts are embedded)

Static ads
(no third-party JavaScript or external scripts like Adform)

- **Tracking Metrics:**

Impressions
(how many times the ad is shown)

Clicks
(how many times the ad is clicked)

Note: We cannot track third-party scripts (such as Adform or other external ad servers), only image-based ads or HTML without external scripts.

Website Story Banners (Wordpress)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your own campaign, we do not track story banners.

- **Tracking Metrics:**

Impressions
(how many recipients view the story)

Daily Bulletin (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates
(how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks
(which specific links were clicked)

Note: Since the bulletin is sent through Mailchimp, the tracking is focused on recipient interactions like opens and clicks.

Notification Email (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates
(how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks
(which specific links were clicked)
