

Display Advertising

Quick Reference Guide

Nexxt offers flexible display advertising options to get your messages in front of the right candidates.

To make every impression count and lay the groundwork for a more effective campaign, take a few minutes to review these important guidelines and best practices.

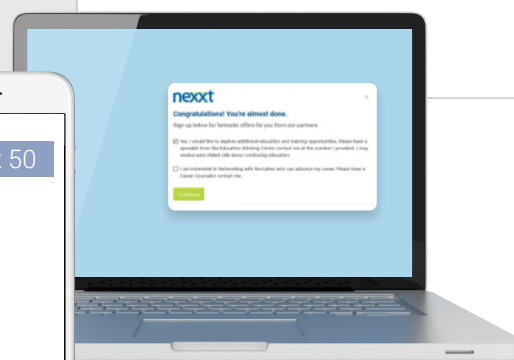
Co-registration Advertising

Your co-reg message will be seamlessly integrated into the registration process, and is presented to each new member.

Ad Type	Dimensions (W x H in pixels)	File Information	Best Practices
Co-reg	Logo: 260 (max width) x 90 (max height) Text: 275 characters (including spaces)	Accepted File Types: JPG, GIF, PNG - No Animation Max. Size: 50 KB	With limited space to convey your message, copy should be short and catchy, with a message that encourages Opt-ins.



Mobile Banner



Medium Rectangle Webpage

Network Sponsorship

Your text ads can be integrated into highly engaging career content on our sites or within top-performing emails.

Ad Type	Dimensions (W x H in pixels)	File Information	Best Practices
Network Sponsorship	<p>Logo: 160 (max width) x 160 (max height)</p> <p>Logo will be rendered at half the size to avoid retina display issues.</p> <p>Text: 220 characters max. (including spaces) headline, body copy and CTA (link)</p>	<p>Accepted File Types: JPG, PNG or transparent GIF logo file; otherwise, text only</p> <p>Max. Size: 50KB</p> <p>Animation: N/A</p>	With limited space to convey your message, make your copy direct and convey a sense of urgency to engage your audience.



Network Sponsorship Email

Mobile Banner

Universal Best Practices

Keep these in mind for any and all of these display ad types.

- **Include clear messaging** and a prominent call to action – tell users exactly what you want them to do.
- **Match your landing page** to your ad messaging and design (if applicable) to create a cohesive experience and increase conversions.
- **Target your audience** – Nexxt's precise targeting abilities vary by ad type, but include industry, location and other key demographics.

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to learn more and drive relevant leads to your business with Nexxt.