



# Digital Marketing Guide

# Social Channels

## HORIZONTAL VIDEO/GRAPHICS

*For use with YouTube and Daily Digest*

**16:9**

W: 1920px H: 1080px

## INSTAGRAM

*For use on social media*

### PORTRAIT PHOTO



### SQUARE PHOTO



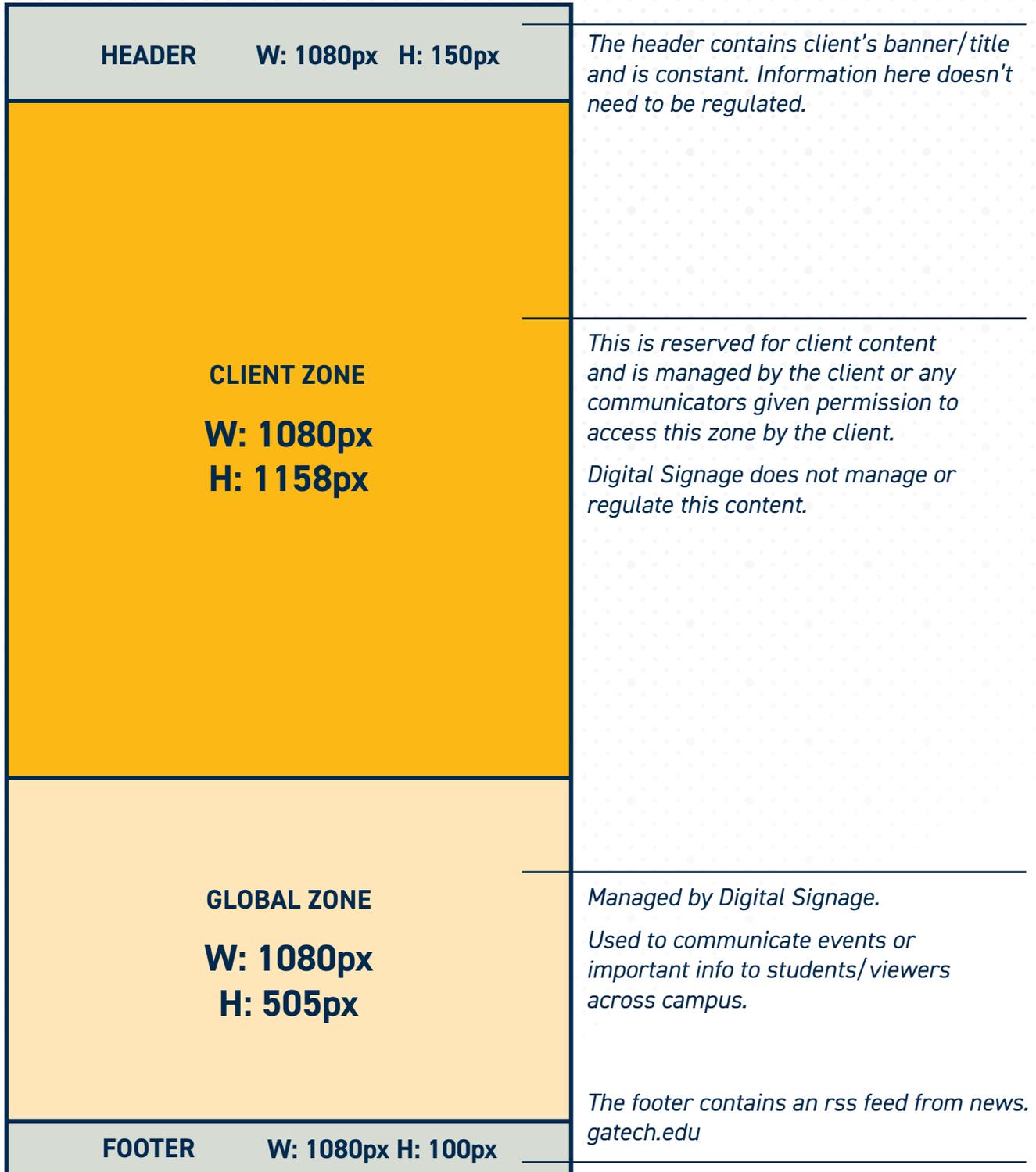
### STORY



# Digital Marketing Guide

## Digital Signage Guidelines

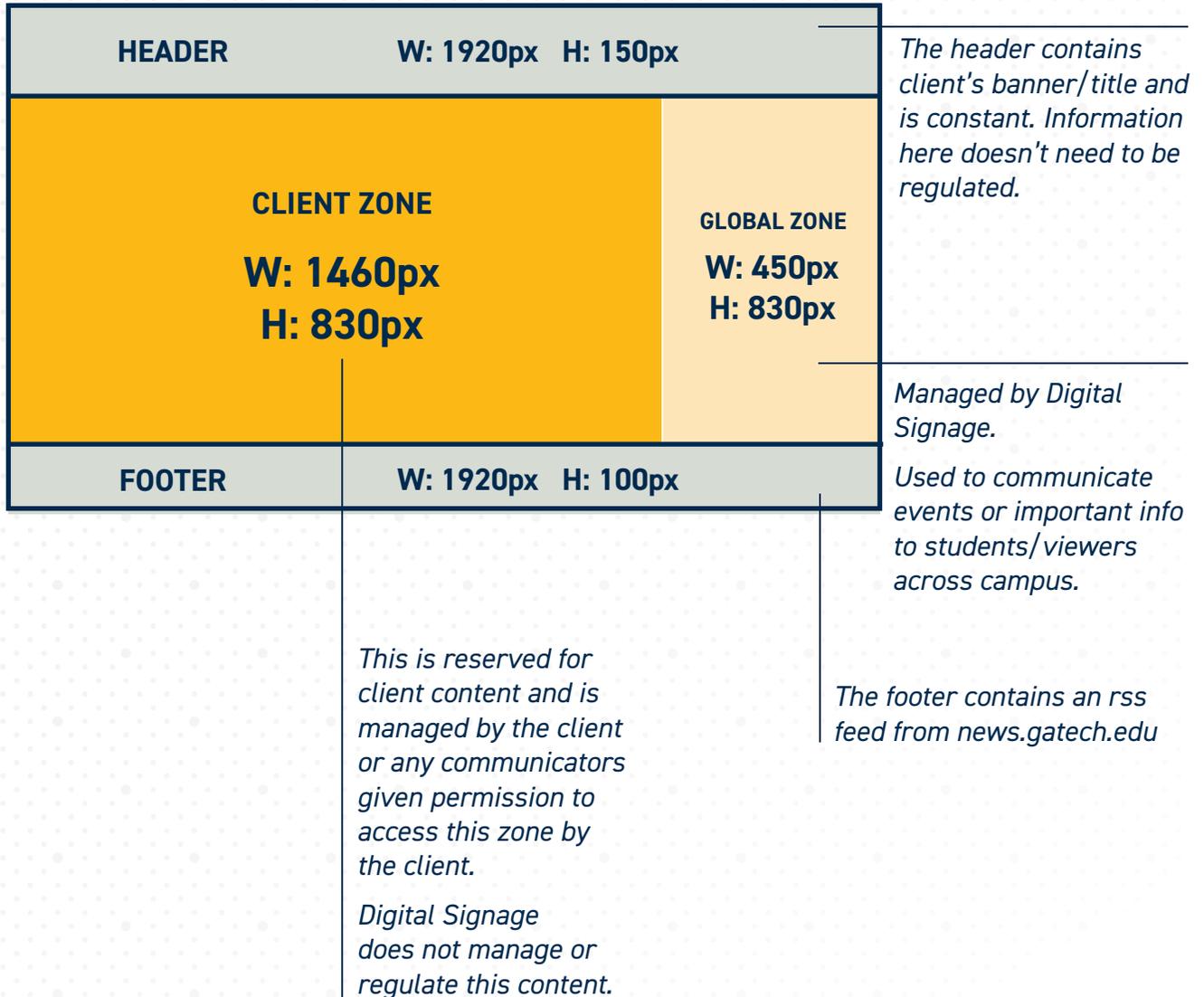
### VERTICAL



# Digital Marketing Guide

## Digital Signage Guidelines

### HORIZONTAL



# Digital Marketing Guide

## Web Pages and Newsletter

*These are recommended sizes for webpage and newsletter use.*

### WEBSITE GRAPHICS

**HEADER IMAGE**

**W: 1200px**  
**H: 675px**

**SQUARE  
THUMBNAIL**

**W: 300px**  
**H: 300px**

**RECTANGLE THUMBNAIL**

**W: 1025px**  
**H: 525px**

### NEWSLETTER GRAPHICS

**HEADER IMAGE**

**W: 1200px**  
**H: 580px**

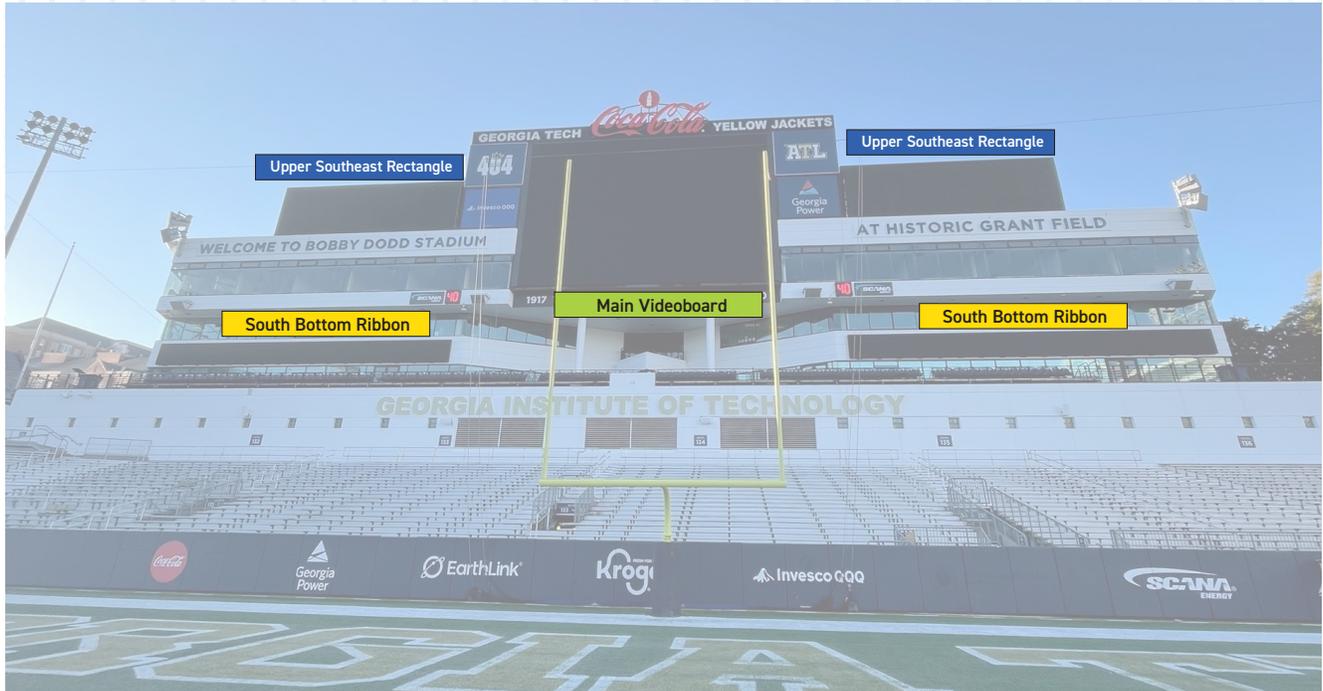
**NEWSLETTER GRAPHIC**

**W: 600px**  
**H: 250px**

## Digital Marketing Guide

# Bobby Dodd Stadium Football Creative Guidelines

### SOUTH STANDS



**MAIN VIDEOBOARD**

**W: 1280px**

**H: 720px**

**UPPER SOUTHEAST RECTANGLE (2)**

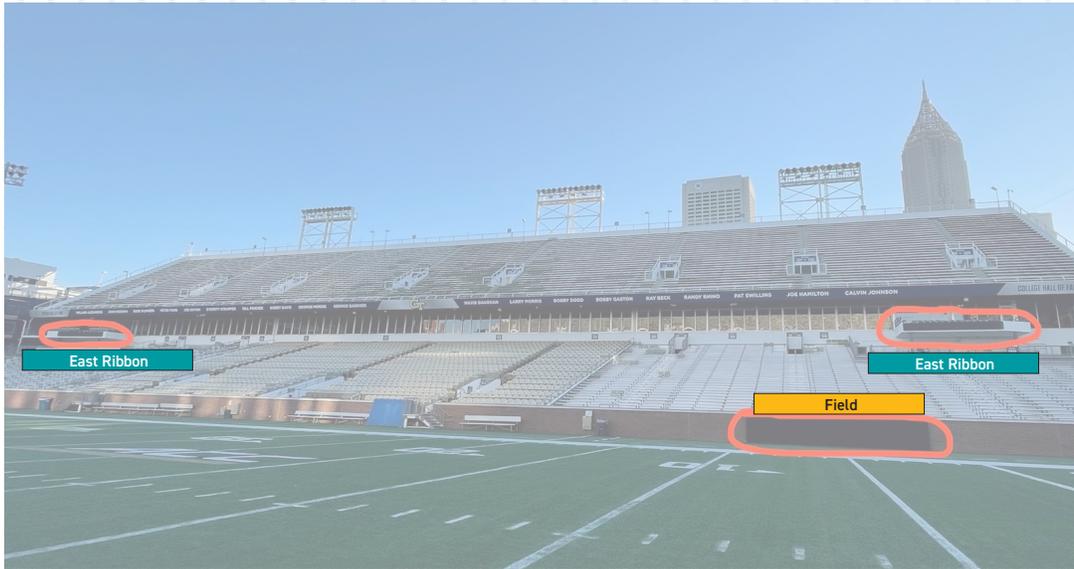
**W: 880px H: 96px**

**SOUTH BOTTOM RIBBON (2) W: 1400px H: 100px**

## Digital Marketing Guide

# Bobby Dodd Stadium Football Creative Guidelines

### EAST STANDS



East Ribbon (2) W: 460px H: 40px

Field 1-4 W: 600px H: 96px

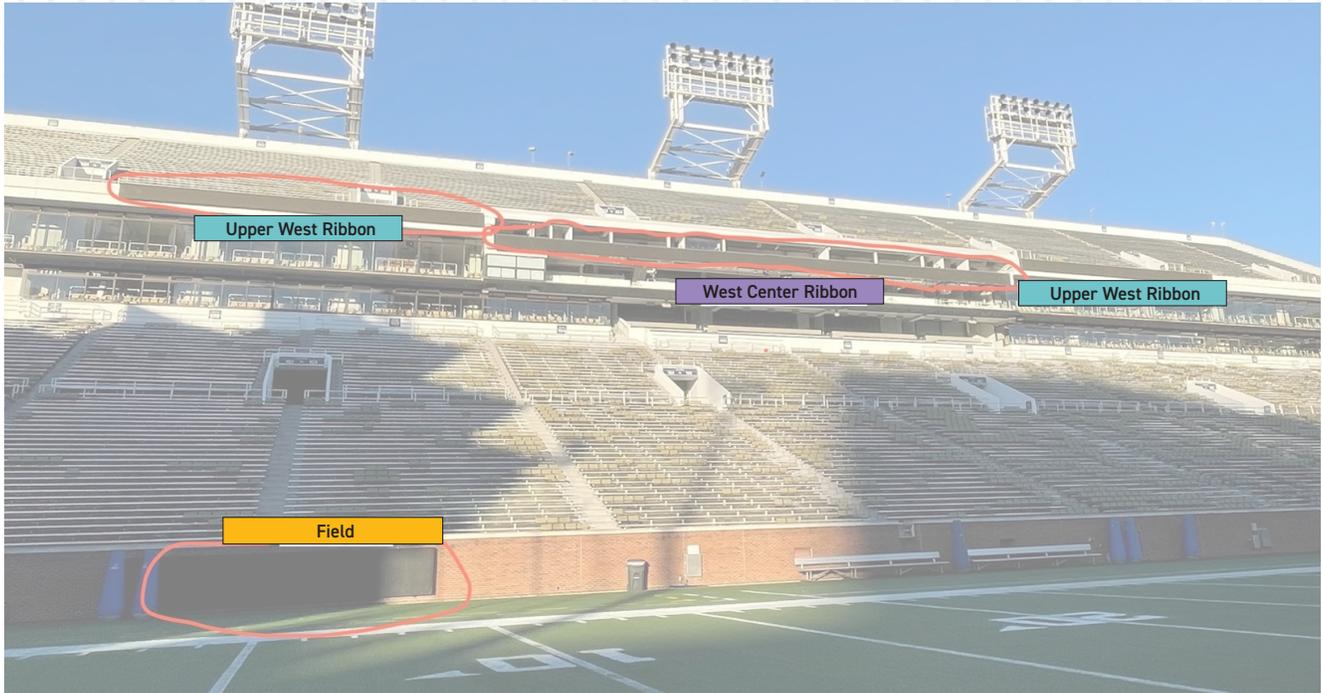
### NORTH STANDS



North Ribbon W: 2060px H: 60px

# Bobby Dodd Stadium Football Creative Guidelines

## WEST STANDS



Upper West (2) W: 1440px H: 60px

West Center Ribbon W: 2060px H: 60px

Field 1-4 W:600px H: 96px