

ATTACHMENT J.12

**Dimensions Chart for Advertisement Materials:

Print

- Full
 - Trim 7.875" x 10.5" inches
 - Bleed 8.125" x 10.75" inches
 - Live Area 6.875"x9.5"
- Half
 - 1/2 Page Horizontal 7" x 4.75"
 - 1/2 Page Island 4.625" x 7.25"
 - 1/2 Page Vertical 3.375" x 9.5"
- Quarter Page
 - 1/4 Page Horizontal 4.625" x 3.5" 11.75 cm x 8.89 cm
 - 1/4 Page Vertical 3.375" x 4.75" 8.57 cm x 12.07 cm

Facebook

- Image
 - Landscape photo size: 1200×628 pixels
 - Square photo size: 1080×1080 pixels
 - Maximum file size: 30MB
- Video
 - Video size: 1200×628 pixels
 - Maximum video file size: 4GB
 - Maximum length: 120 minutes

Instagram

- Image
 - Landscape photo size: 1200×628 pixels
 - Square photo size: 1080×1080 pixels
 - Maximum file size: 30MB
- Video
 - Landscape video size: 600×315 pixels
 - Square video size: 600×600 pixels
 - Maximum video length: 60 seconds
 - Maximum file size: 4GB
- Instagram Stories
 - Landscape video size: 600×315 pixels
 - Square video size: 600×600 pixels
 - Maximum video length: 60 seconds
 - Maximum file size: 4GB

Twitter

- Summary card
 - Large photo image size: 280x150 pixels

Request for Proposal No. DCEB-2023-R-0004
Black Homeownership Marketing Campaign

- Minimum image size 120x120 pixels
- Website card
 - Image size 1:91:1 aspect ratio: 800x418 pixels
 - Image size for 1:1 aspect ratio: 800x800