



## TRAFFIC INSTRUCTIONS

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To: Brownsville Herald

From: Jennifer Pang

Date: 7/5/23

Client: Vantage Bank

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Order : 15829

Size: High Impact Premium Banner – 970x250 plus mobile 320x100  
Hero Ad Unit 696x130 plus mobile 320x100  
Medium box 300x250 plus mobile 320x100  
Middle leaderboard 728x90

Creative: Creative Attached to email sent on 7/5

Title: Vantage Bank

Ad #: 29964.5 HPTO Vantage Bank Brownsville Herald Media Traffic

Schedule: 7/11/23

UTMs:

**Middle leaderboard - 728x90**

[https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=trusted\\_comm\\_bank&utm\\_content=728x90](https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=trusted_comm_bank&utm_content=728x90)

**High Impact Premium Banner – 970x250**

[https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=committed\\_to\\_you&utm\\_content=prem\\_970x250](https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=committed_to_you&utm_content=prem_970x250)

**High Impact Premium Banner Mobile – 320x100**

[https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=committed\\_to\\_you&utm\\_content=prem\\_320x100](https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=committed_to_you&utm_content=prem_320x100)



**Hero Ad Unit - 696x130**

[https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=trusted\\_comm\\_bank&utm\\_content=hero\\_696x130](https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=trusted_comm_bank&utm_content=hero_696x130)

**Hero Ad Unit Mobile - 320x100**

[https://www.vantage.bank/about/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=trusted\\_comm\\_bank&utm\\_content=hero\\_320x100](https://www.vantage.bank/about/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=trusted_comm_bank&utm_content=hero_320x100)

**Medium box - 300x250**

[https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm\\_source=brownsville\\_herald&utm\\_medium=display&utm\\_campaign=youll\\_have\\_our\\_cell&utm\\_content=300x250](https://www.vantage.bank/about/meet-our-bankers/rio-grande-valley/?utm_source=brownsville_herald&utm_medium=display&utm_campaign=youll_have_our_cell&utm_content=300x250)

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**\*\*Please confirm receipt of these traffic instructions by return email to:**

[mmoss@andersonmarketing.com](mailto:mmoss@andersonmarketing.com)

[jpang@andersonmarketing.com](mailto:jpang@andersonmarketing.com)

Additional Notes:

This is not an insertion order. These are traffic instructions only.

If there are any conflicts with your insertion order, please contact me as soon as possible at 210-638-8968 (mobile).