AD SPECS

ONLINE AD SPECS

GENERAL INFORMATION
- All ads must support asynchronous loading
- HTML, Rich Media

Max File Size: **100K**

Animation Time Limit: **30 Seconds**

Looping: **Animation should stop after 3 loops or 30 seconds,** whichever comes first

For Video Units:
- Linking URL is required upon submission
- Sound is required to be initiated by user
- Clickable mute button is required
- Close button is required

STANDARD BANNER

Desktop Footer Ribbon
982x40 and 970x90

Half-Page Ad
300x600

Billboard
970x250

IMU
300x250

Leaderboard(top)
728x90

Mobile Footer Ribbon
320x50

Mobile Top Ribbon
320x50

Text Links
70 Characters

EXPANDABLE BANNERS

Deadlines:
- gif, jpg, HTML - 2 business days before launch
- Flash - 5 business days before launch
- Expanding units are userinitiated either on-mouse over or on-click

Expanded Leaderboard
728x90 expands to 728x300

Mobile Expandable Unit
320x50 expands to 320x480

Ribbon Ad
980x40 expands to 640x480

SPONSORED POSTS

Title: Up to 76 characters with spaces

Description: Up to 144 characters with spaces max<

Image: Primary asset
1200 × 628 px (1.91:1 aspect ratio)
Optional additional asset
1080 × 1080 px (1:1 aspect ratio)

HIGH-IMPACT BANNERS

Video Half-Page Ad
300x600

Side Curtain Ad
125x600 or 160x600

Video IMU
300x250

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