



Digital Ad Specifications

Placement	Creative Size	Format	Max Expandable Size (3rd Party Served)	Expandable Direction	Max Initial File Load Size	Audio	Maximum Animation Length	Maximum Looping	Notes
Desktop Display Ads									
Standard Leaderboard	728x90	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	728x315	Down	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Standard Poster	300x250	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	625x385	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Half Page	300x600	GIF, JPG, Flash*, Rich Media, 3rd Party Vendor	625x800	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Sponsorship	100x50	GIF, JPG, PNG	n/a	n/a	10k	n/a	n/a	n/a	
Desktop High Impact Ads									
Gravity	See Template	HTML5	1320x743	Down	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	Must provide 16:9 1080p video under 2 minutes long. Video will loop. Ad includes un-mute audio button. Includes actionable leave-behind unit that will re-animate full-sized unit on click. If video is part of unit, it will include Stop, Pause, Play, Audio buttons
Pushdown Plus (w/ wallpaper)	See Template	HTML5	1320x743	Down	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	
Interactive Takeover	See Template	HTML5	1380x1380	n/a	n/a	User initiated on click	Animation stops on user-initiated ad close	Animation stops on user-initiated ad close	
Video Takeover	See Template	HTML5	1380x1380	n/a	n/a	User initiated on click	n/a	n/a	
Hero Flip	See Template	HTML5	1380x1380	n/a	n/a	User initiated on click	Animation stops on user-initiated ad close	animation stops on close	

Placement	Creative Size	Format	Max Expandable Size (3rd Party Served)	Expandable Direction	Max Initial File Load Size	Audio	Maximum Animation Length	Maximum Looping	Notes
Mobile Display Ads									
Smartphone (iPhone app, Android app, Mobile Web)	320x50	GIF, JPG, PNG	n/a	n/a	7k	n/a	:15 max	3 loops max	Ad should click through to a mobile optimized website or landing page.
Smartphone (Mobile Web)	300x250	GIF, JPG, PNG	n/a	n/a	40k	n/a	:15 max	3 loops max	
Tablet (iPad app)	300x250	GIF, JPG, PNG	n/a	n/a	40k	n/a	:15 max	3 loops max	Ad should click through to a tablet optimized website or landing page.
Tablet (iPad app)	728x90	GIF, JPG, PNG	n/a	n/a	40k	n/a	:15 max	3 loops max	
Desktop Video Ads									
Video Pre-roll	1280x720, 16:9 aspect ratio	.mp4 with 3rd party tracking (optional), VAST/VPAID certified	n/a	n/a	5MB	Host initiated	:15 or :30 max	n/a	Pause control included. Skip message available at :15 for :30 video.
In-banner Video	728x90, 300x250, 300x600	Interactive ads that include video and sound.	(Same as standard sizes)	(Same as standard sizes)	40k	User initiated on click	Banner animation up to :15, video can be :15 or :30 spots	Animation can loop 3x	Stop, Pause, Play, Audio buttons
Mobile Video Ads									
Video Pre-roll (iPhone, Android, and iPad apps)	16:9 aspect ratio, 1080p or higher	.mp4 with bit rate 600 kbps or higher and frame rate 20 fps or higher	n/a	n/a	5MB	Host initiated	:15 max	n/a	No player controls included; will play through. Video can click thru to a URL or landing page via a "Learn More" link in the top right of the video.
Video Pre-roll (Mobile Web)	16:9 aspect ratio, 1080p or higher	.mp4 with bit rate 600 kbps or higher and frame rate 20 fps or higher	n/a	n/a	5MB	Host initiated	:15 max	n/a	Pause, rewind, and skip player controls included. Video does not have a click-thru.
Email Newsletters									
Standard Poster	300x250	GIF, JPG (static only)	n/a	n/a	40k	n/a	n/a	n/a	n/a

*** Flash Requirements**

- All flash ads require a backup .gif or .jpg per file size
- Flash (SWF) files will be converted to HTML5 via Google's Swiffy converter
- We support Flash version 10.1 and lower
- Flash ads must be submitted as complete .swf files with a clickTAG already in place. Please note, the clickTAG variable is case sensitive.