

WEBSITE ADVERTISING

Website Advertising Specs

	Standard Ad Units			
	Medium Rectangle:	Leaderboard:	Billboard:	Welcome Ad:
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE
Dimensions (W x H in pixels)	300 x 250	728 x 90	970 x 250	640 x 480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Maximum File Load Size	40 KB	60 KB	60 KB	60 KB
Maximum Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG

Leaderboard

- 728 x 90 pixels
- 60k file size limit
- No Third Party Tag
- Animation

Billboard

- 970 x 250 pixels
- 60k file size limit
- No Third Party Tag
- Animation, rich media acceptable

Medium Rectangle

- 300 x 250 pixels
- 40k file size limit
- Third Party Tag Accepted
- Animation, rich media acceptable

Native

- Image 220 x 284 (jpg)
- Headline of up to 35 characters
- Optional secondary headline of up to 65 characters
- Destination URL of content asset
- Third Party Tags Accepted
- Advertiser name (to be identified as "Sponsored by" on the ad unit itself)

