

AD SPECS

	File Types*	Ad Sizes	Regular File Size Max		Rich Media File Max	
			Initial	Polite (further download)	Initial	Polite (further download)
Desktop Display	swf, png, jpg, gif, HTML5	300x250, 300x600, 160x600	50 kb	50 kb	100 kb	100 kb (we will need to test if larger)
Smartphone Display	png, jpg, gif, HTML5	300x250, 320x50	30 kb	30 kb	100 kb	100 kb (we will need to test if larger)
Tablet Web Display	png, jpg, gif, HTML5	300x250, 300x600, 160x600	50 kb	50 kb	100 kb	100 kb (we will need to test if larger)
Tablet App Display	png, jpg, gif, HTML5	1024x768, 768x1024, 300x250 (Dashboard only)	200 kb	200 kb	200 kb	200 kb (we will need to test if larger)

*Back up image required for swf files

Web Display Desktop/Tablet Expandables

Ad Size	Expanded Size (Recommended)	Direction	Action Required for Expansion	Close Button Required
300x250	600x250	Left	Click to initiate only	X in Top Right
300x600	600x600	Left	Click to initiate only	X in Top Right
160x600	320x600	Right	Click to initiate only	X in Top Right

Trafficking Deadline

Standard Units	2 business days before launch
Rich Media (third party served)	5 days
Rich Media (site served)	15 days

Rich Media Flash Specs

Action Script	Version 3
Flash	Version 10.1 and lower
FPS (Frames per Second)	24
Video Max Length Display	No length
Video Click to Initiate Only	5 Mb
Sound Click to Initiate Only	
Max File Size	

No pre roll, sensationalist ads, pop ups or DHTML

Display Flash Specs

Action Script	Version 3
Flash	Version 10.1 and lower
FPS (Frames per Second)	24
Video Max Length Display	60 seconds
Video Click to Initiate Only	
Sound Click to Initiate Only	