

Digital Ad Specification

CREATIVE SPECIFICATIONS								
Unit Name	Dimension	Acceptable File Types	Animation	Max Initial File Size	Audio	Video	Device(s)	Miscellaneous Comments
Leaderboard	728x90	.gif, .jpeg, html5, third-party	:15	40kb, HTML5 max 150 kb, Richmedia max Desktop/Tablet 2mb	UI	AI	Desktop, Tablet	40kb initial load, 60kb subsequent load, up to 100kb total. If streaming video in-banner, up to 2.2mb Looping - 5 max.
Medium Rectangle	300x250	.gif, .jpeg, html5, third-party	:15	40kb, HTML5 max Desktop/Tablet 150kb, Mobile 40kb and Richmedia Desktop/Tablet 2mb, Mobile 300kb	UI	AI	Desktop, Tablet, Smartphone	40kb initial load, 60kb subsequent load, up to 100kb total. If streaming video in-banner, up to 2.2mb Looping - 5 max.
Skyscraper	160x600	.gif, .jpeg, html5, third-party	:15	40kb, HTML5 max 150 kb, Richmedia max Desktop 2mb	UI	AI	Desktop, Tablet	40kb initial load, 60kb subsequent load, up to 100kb total. If streaming video in-banner, up to 2.2mb Looping - 5 max.
Half-Page	300x600	.gif, .jpeg, html5, third-party	:15	40kb, HTML5 max 150 kb, Richmedia max Desktop 2mb	UI	AI	Desktop, Tablet	40kb initial load, 60kb subsequent load, up to 100kb total. If streaming video in-banner, up to 2.2mb Looping - 5 max.
Interstitial Desktop/Tablet	640x480	.gif, .jpeg, third-party	:15	80kb, Richmedia max Desktop/Tablet 2mb	UI	AI	Desktop, Tablet	80kb initial load, up to 100kb total. Close button not required.
Interstitial Smartphone	300x250	.gif, .jpeg, third-party	:15	80kb, Richmedia max Desktop/Tablet 2mb	UI	AI	Smartphone	40kb initial load, up to 60kb total. Close button not required.
Mobile Banner	320x50	.gif, .jpeg, html5, third-party		15kb	N/A	N/A	Smartphone	

BANNER CREATIVES

Standard: .gif, .jpeg

Rich Media: HTML5, JavaScript, iFrame

Third-Party Rich Media Accepted:

All rich media units must be third-party served. All ads are served through Doubleclick for Publishers.

☑ Please send reporting access to our Media Planner and Ad Operations