MIDSIZE ENTERPRISE SERVICES

AD SPECS

ONLINE AD SPECS

GENERAL INFORMATION

All ads must support asynchronous loading HTML, Flash, Rich Media
Max File Size: **100K**

Animation Time Limit: **15 Seconds**

Loop Limit: **3 loops, 15 seconds each**

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 user-initiated 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: 70x70 nothing with text, preferably a small picture or logo

HIGH-IMPACT BANNERS

Video Half-Page Ad
300x600

Side Curtain Ad
125x600 or 160x600

Video IMU
300x250

PRINT AD SPECS

To ensure optimal print production, all artwork provided must be 4-color (CYMK) vector or 4-color (CYMK) 300dpi raster (Bitmap).

Please note: All ads must contain a 1/2" margin around the live area. For bleed, use 1/8" (excluding island ad unit). Fractional ads (excluding island ad unit) only need a 1/8" bleed on document edges. Crop marks should be outside of the bleed not within the bleed area.

AD SPECIFICATIONS

AD UNIT	DIMENSIONS
Full Page	7-3/4" x 10-1/2"
Spread	15-1/2" x 10-1/2"
FRACTIONALS	
1/2 Horizontal Spread	15-1/2" x 5-1/8"
1/2 Horizontal	7-3/4" x 5-1/8"
1/2 Vertical	3-5/8" x 10-1/2"
2/3 Vertical	5-1/8" x 10-1/2"
1/3 Horizontal	7-3/4" x 3-1/2"
1/3 Vertical	2-3/8" x 10-1/2"
1/3 Horizontal Spread	15-1/2" x 3-5/8"
Island	4-7/8" x 7"
GATEFOLD	
Wrap	7-1/8" x 10-1/2"
Spread	14-5/8" x 10-1/2"

AD UNITS

Full Page

Half Page Horizontal

Full Page Spread

Half Page Spread Horizontal

2/3 Page Vertical

1/2 Page Vertical

Island

1/3 Page Vertical

1/3 Page Spread Horizontal

1/3 Page Horizontal

Gatefold Flap Page

Gatefold Spread

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