



**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