

Online Media Kit

TECHNICAL AD SPECS

- Format: We accept GIF and JPG.
- Creative must be accompanied by a URL.
- Due date: 5 business days prior to launch.
- All ads must have a border.

Ad Type	Dimensions	Max File Size	Animation
Half Banner	234x60	30K	up to 15 sec.
Rectangle	300x250	30K	up to 15 sec.
Leaderboard	728x90	30K	up to 15 sec.
Roadblock	728x90, 300x250 & 234x60	30K	up to 15 sec.
Mobile	234x60 & 300x250	30K	up to 15 sec.
Newsletter	728x90 & 300x250	30K	up to 15 sec.

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Ad Samples

Roadblock
(units run concurrently)

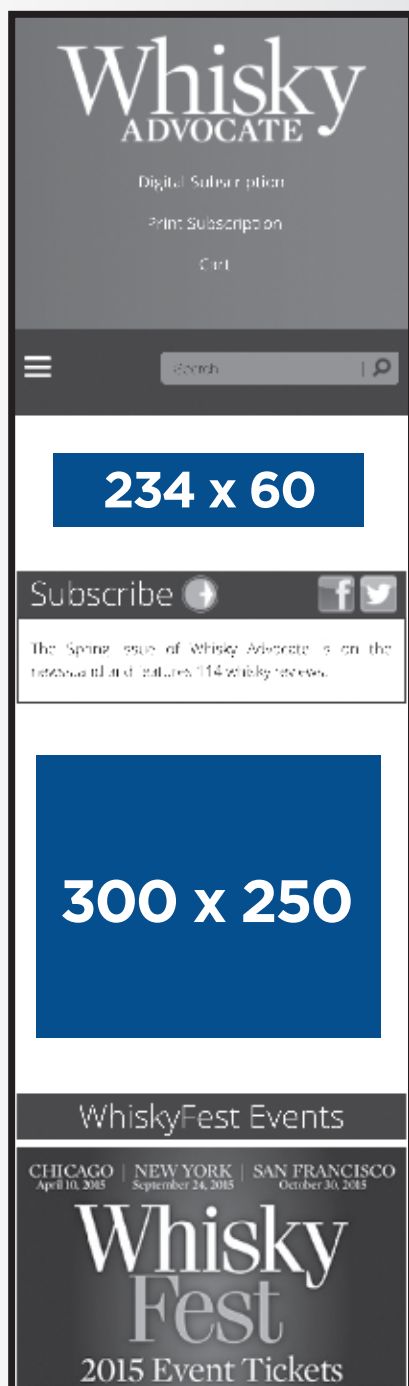
The screenshot displays the Whisky Advocate website layout with several ad placements highlighted by blue boxes and arrows. The dimensions for each placement are as follows:

- 728 x 90**: Located at the top right of the website header.
- 234 x 60**: Located on the right side, above the 'Subscribe' button.
- 300 x 250**: Located on the right side, below the 'Subscribe' button.

The website content includes the Whisky Advocate logo, navigation links (EVENTS, MAGAZINE, BUYING GUIDE, BLOG, SHOP, WHISKY 101), a search bar, and a featured article titled 'The State of American Craft Whiskey Distilling by Lew Bryson'. Below the article is a 'Whisky Advocate Blog' section with a list of articles and a 'WhiskyFest Events' section with a 'ORDER WHISKYFEST TICKETS' button.

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Mobile Sample



Email Newsletter Sample

