

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops
Rectangle	300x250	40K	Up to 15 sec.	Unlimited only
Leaderboard	728x90	40K	Up to 15 sec.	Unlimited only
Roadblock	300x250 and 728x90 (run concurrently)	40K	Up to 15 sec.	Unlimited only
E-Mail Newsletter Sponsorship	728x90, 120x90 and 50 words of text	40K	Up to 15 sec.	Unlimited only
Interstitial Ad	300x250px (Mobile) 640x480px (Desktop)	40K	Up to 15 sec.	Unlimited only

Technical Ad Specs

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

Rich Media Ad Specs

- **Expandable Units:**
 - 300x250; max expansion 500x500
 - 728x90; max expansion 728x270
 - Expansion must be user-initiated
- **Other Rich Media:**
 - All Rich Media files require a default .gif or .jpeg with a max file size of 40k.
 - Sound is permitted but must be user initiated.
 - Please contact us for additional Rich Media-specific requirements.