WineSpectator.com

ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	40K	Up to 15 sec.	Unlimited only
Tile	234x60	40K	Up to 15 sec.	Unlimited only
Leaderboard	728x90	40K	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	40K	Up to 15 sec.	Unlimited only
E-mail Newsletter Sponsorship	**Classic:** 300x50px and 300x250px **Sponsored Post:** 540x304px GIF or JPG 72 DPI image Short photo caption/photo credit URL Headline: Up to about 5 words or 42 characters. Text: Up to about 70 words or 400 characters Suggested Tweet text (Up to 118 characters, plus the shortened link) Suggested Pinterest caption (Facebook and Google Plus will pick up the meta-title of the designated URL)	40K	Up to 15 sec.	Unlimited only
Interstitial Ad	300x250px (Mobile), 640x480px (Desktop)	40K	Up to 15 sec.	Unlimited only

VIDEO THEATRE SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 234x60px, 300x250px and 728x90px; GIF or JPG format under 40kb

RICH MEDIA AD SPECS

Expandable Units:
- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- 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.

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.