

# DIGITAL / Advertising Specifications

Banner Units						
Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length (i.e. Flash™)	Audio Initiation	Submission Lead-Time
Medium Rectangle (IMU)	300x250	600x250	40 KB	15 sec, 3x loops max No Flash for Tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 3 business days before campaign start (6 days for expandable)
Leaderboard	728x90	728x180	40 KB	15 sec, 3x loops max No Flash for Tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 3 business days before campaign start
Half Page	300x600	Expansion not allowed for this unit	40 KB	15 sec, 3x loops max No Flash for Tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 3 business days before campaign start
Billboard	970x250	970x415	40 KB	15 sec, 3x loops max No Flash for Tablet	Must be user initiated (on click: mute/un-mute); default state is muted	Min 3 business days before campaign start
Micro Bar (Logo)	88x31 120x60 120x90	Expansion not allowed for this unit	10 KB	Static	N/A	Min 3 business days before campaign start
In-Banner Video (file-loaded) In-Banner Video (streaming)	300x250 728x90 300x600	Expansion not allowed for this unit	40 KB	15 sec, 3x loops max	Must be user initiated (on click: mute/un-mute); default state is muted	Min 6 business days before campaign start
Interstitial/ Welcome Ads	Variable 600x600 640x480	Expansion not allowed for this unit	80 KB	10 sec (ad displays for only 10 sec and disappears if no interaction)	Must be user initiated (on click: mute/un-mute); default state is muted	Min 6 business days before campaign start
Pushdown	970x90 970x60	970x415 970x300	60 KB	15 sec	Must be user initiated (on click: mute/un-mute); default state is muted	Min 6 business days before campaign start
Mobile	320x50 320x250	N/A	20 KB	No Flash	N/A	Min 3 business days before campaign start

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## Video

### LINEAR IN-STREAM (PRE/MID/POST-ROLL)

Recommended formats	FLV, MPEG, MOV, AVI
Recommended dimensions	960×720 px (4:3 standard) or 960×540 px (16:9 widescreen)
Recommended video bit rate	2 Mbps
Recommended audio bit rate	128 kbps
Video Length	15 seconds

## Newsletter Specs and Dimensions

SIZES	CREATIVE ACCEPTED
728×90, 300×250	JPG, Static GIF, or PNG

## Text Link Specs

### ASSETS NEEDED

20 character heading + 70 character teaser + URL

## Flash Requirements

### CREATIVE RESTRICTIONS

All flash creative should include this click tag script: `On (release) { getURL (_level0.clickTag, "_blank"); }`  
Expansion must be mouse-over, must have close button, and any flash must have 35k max backup gif.

### RICH MEDIA ACCEPTED

Preferred: DFA, Atlas, Unicast, Eyewonder, Pointroll, MediaMind, Mediaplex

\*Via the Inc. Digital Network, Inc. has partnered with select sites to offer increased reach and targeting capabilities.