

Digital Ad Specifications

Leaderboard 1

Provide ad files that are 728 x 90 and 320 x 50 pixels

Horizontal banner 1, 2 & 3

Provide ad files that are
468 x 60, 234 x 60 and 88 x 31 pixels

Medium rectangle 1, 2 & 3

Provide ad files that are
300 x 250, 180 x 150 and
120 x 90 pixels

Digital Specs Preferred Format

- // File Type: GIF, JPEG, and SWF file formats accepted
- // Flash® Ads must be 50k or smaller in size. Use Flash versions 4-11.5
- // All SWF files require images, fonts embedded, and click tags
- // All digital and print advertising must follow the General Conditions

Digital Ad Dimensions

	Final ad sizes
Leaderboard 1	728 x 90 and 320 x 50 pixels
Horizontal banner 1, 2 & 3	468 x 60, 234 x 60 and 88 x 31 pixels
Medium rectangle 1, 2 & 3	300 x 250, 180 x 150 and 120 x 90 pixels