

## LEADERBOARD

728 x 90 pixels

Available at the top of every page of the site

## MEDIUM RECTANGLE

300 x 250 pixels

- Available in the top right column of home page, section fronts, and every article on the site
- Available below content on home page, topic pages, and every article on the site

## VERTICAL BANNER

120 x 240 pixels

Available in the lower left column of every page in the site

## FULL BANNER

468 x 60 pixels

Available below content on home page, topic page, and every article on the site

## ADDITIONAL SPECIFICATIONS

- .gif, .jpg, .swf, or Tag
- For .gif and .jpg, please provide click through URL
- For Flash ads, please use either click Tag or embed link(s) directly in .swf (must open in a new window)
- 40k max
- 15 second animation including multiple loops

**s+b** publishes two monthly eNewsletters: **enews**, distributed four times monthly, and **at a glance**, published once a month. Both offer advertisers generous display ad placement as well as text advertising.

### DISPLAY AD SPECIFICATIONS

Large Rectangle, upper right

300 x 250 pixels

Vertical Banner, bottom center

120 x 240 pixels

### TEXT AD SPECIFICATIONS

Provide headline, ad copy, logo, and click-through URL. Total headline and ad copy text not to exceed 400 characters (including spaces). Headline text will be bolded. Click-through URL will be displayed at the end of ad and also applied to both the headline and logo.

### OTHER eNEWSLETTER SPECIFICATIONS

- .gif or .jpg only
- Please provide click through URL
- Please provide ALT/TITLE text
- 40k max
- Animation is not available in the e-Newsletter ads