

# Online Advertising Specifications

## **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 pages, 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 clickTAG or embed link(s) directly in .swf (must open in a new window)
- 40k max
- 15 second animation including multiple loops

# eNewsletter Advertising Specifications

*strategy+business* 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 newsletter ads