

advertising specifications online

2022

STANDARD AD UNIT SPECIFICATIONS

Position Name	Size	Max Initial File Load Size	File Format	Subsequent Max User Initiated File Load Size	Subsequent Max User Initiated Additional Streaming File Size
Billboard	970x250	250KB	gif/jpg/png (2) third-party tag, HTML5	1MB	Unlimited for Streaming Video
Leaderboard	728x90	200KB		Not allowed for these units	
Medium Rectangle	300x250	200KB			
Half Page	300x600	200KB			
Logo Button	120x60	80KB			
Mobile Leaderboard	320x50	50KB			
Prestitial	640x480 (1)	250KB		Not allowed for these units	

Position Name	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length	Audio Initiation	Z-Index Range
Billboard	24fps	3 loops/ 15 seconds max	30 sec	Must be user initiated (on click: mute/un-mute); default state is muted	0 - 4,999
Leaderboard					
Medium Rectangle					
Half Page					
Logo Button	Not allowed for these units		Not allowed for these units		2,000,000 - 2,999,999
Mobile Leaderboard					
Prestitial					

NOTES:

1. You may also provide your creative in 540x480 or 550x480
2. You may also provide a 2x version of gif/jpg/png creatives for "retina" (high-resolution) devices

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NEWSLETTER AD SPECS

Position Name	Size	Max Initial File Load Size	File Format	Maximum Animation Length	Text ad specifications**
Leaderboard	320x50/ 620x76*	40KB	gif jpg png	No animations allowed	Up to 400 characters (including spaces). Click URL not included in 400 characters
Medium Rectangle	300x250	40KB			
Text Ad	120x60	10KB			

* For sponsorship roadblock campaigns only. 320x50 is required for leaderboard. 620x76 is optional IN ADDITION to the required 320x50 (320x50 displayed on mobile, 620x76 displayed on larger devices where possible)

** Text used for primary display in both HTML and Plaintext fallback when ad type is "Text Ad". For Leaderboard and Medium Rectangle it is used for img Alt/Title and in plaintext fallback email when HTML is not supported by recipients email software

SPONSORSHIP OPPORTUNITIES

Description	Included Ad Units	Available Categories
Exclusive impressions reserved for the section front and all articles tagged with that category.	728x90 300x250 300x600 120x60 970x250 320x50	Business Books Consumer & Retail Energy & Sustainability Health Care Leadership Manufacturing Organizations & People Strategy Tech & Innovation Thought Leaders World View