

DIGITAL SPECIFICATIONS 2017

DESKTOP SPECS

PLATFORM	AD PRODUCT	CREATIVE DIMENSIONS	EXPANDED CREATIVE DIMENSIONS (CLICK TO INITIATE)	STATIC FILE FORMAT	RICH MEDIA FILE FORMAT	MAX INITIAL FILE SIZE	MAX SUBLOAD SIZE	EXPANDED AD DIRECTION	Z-INDEX	ANIMATION TIME	FRAME RATE	AUDIO	CPM
Desktop	Desktop Skyscraper	160x600	600x600	GIF/PNG/JPG	HTML5	150KB	300KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$21
Desktop	Desktop Masthead Button	260x60	N/A	GIF/PNG/JPG	N/A	20KB	N/A	N/A	0-4,999	N/A	N/A	N/A	\$12
Desktop	Desktop Portrait	300x1050	600x1050	GIF/PNG/JPG	HTML5	250KB	500KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$40
Desktop	Desktop Medium Rectangle	300x250	600x250	GIF/PNG/JPG	HTML5	150KB	300KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$25
Desktop	Desktop Half Page	300x600	600x600	GIF/PNG/JPG	HTML5	200KB	400KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$35
Desktop	Desktop Leaderboard	728x90	728x300	GIF/PNG/JPG	HTML5	150KB	300KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$21
Desktop	Desktop Billboard	970x250	N/A	GIF/PNG/JPG	HTML5	250KB	500KB	N/A	0-4,999	0:15	Min 24 FPS	Click to initiate	\$40
Desktop	Desktop Super Leaderboard	970x90	970x180	GIF/PNG/JPG	HTML5	200KB	400KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$25

TABLET SPECS

PLATFORM	AD PRODUCT	CREATIVE DIMENSIONS	EXPANDED CREATIVE DIMENSIONS (CLICK TO INITIATE)	STATIC FILE FORMAT	RICH MEDIA FILE FORMAT	MAX INITIAL FILE SIZE	MAX SUBLOAD SIZE	EXPANDED AD DIRECTION	Z-INDEX	ANIMATION TIME	FRAME RATE	AUDIO	CPM
Tablet	Tablet Skyscraper	160x600	600x600	GIF/PNG/JPG	HTML5	150KB	300KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$21
Tablet	Tablet Masthead Button	260x60	N/A	GIF/PNG/JPG	N/A	80KB	N/A	N/A	0-4,999	N/A	N/A	N/A	\$12
Tablet	Tablet Medium Rectangle	300x250	600x250	GIF/PNG/JPG	HTML5	150KB	300KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$40
Tablet	Tablet Half Page	300x600	600x600	GIF/PNG/JPG	HTML5	200KB	400KB	Left	0-4,999	0:15	Min 24 FPS	Click to initiate	\$25
Tablet	Tablet Leaderboard	728x90	728x300	GIF/PNG/JPG	HTML5	150KB	300KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$35
Tablet	Tablet Super Leaderboard	970x90	970x180	GIF/PNG/JPG	HTML5	200KB	400KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$21

MOBILE SPECS

PLATFORM	AD PRODUCT	CREATIVE DIMENSIONS	EXPANDED CREATIVE DIMENSIONS (CLICK TO INITIATE)	STATIC FILE FORMAT	RICH MEDIA FILE FORMAT	MAX INITIAL FILE SIZE	MAX SUBLOAD SIZE	EXPANDED AD DIRECTION	Z-INDEX	ANIMATION TIME	FRAME RATE	AUDIO	CPM
Mobile	Mobile Medium Rectangle	300x250	Varies by Device	GIF/PNG/JPG	HTML5	50KB	100KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$40
Mobile	Mobile Portrait	320x100	Varies by Device	GIF/PNG/JPG	HTML5	50KB	100KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$25
Mobile	Mobile Landscape	480x60	Varies by Device	GIF/PNG/JPG	HTML5	50KB	100KB	Down	0-4,999	0:15	Min 24 FPS	Click to initiate	\$25