

DIGITAL SPECIFICATIONS 2018

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 |