

Online Ad Guidelines

Ad Specs

Ad Unit	Size (pixels)	Max. File Weight (kB)	Max. Animation Length (seconds)	Max. Loops	Max. Animation Frame Rate (fps)
	Desktop (D), Tablet (T), Mobile (M)				
Leaderboard	728x90 D 468x60 T 320x50 M	75	15	3	24
Banner 1	300x250 D, T 300x50 M	150	15	3	24

Video Guidelines

- For video ads, please provide your static or animated ad with a hyperlink to the video hosting site.

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- Accepted file types: png, jpeg, gif (static or animated), HTML5, DHTML, JavaScript/JScript
- Please provide a click-through hyperlink for each ad. The link must take users to the website of the advertiser that purchases the ad space. Advertisers may link to another site if the advertiser provides written permission from the landing page owner.
- Posting time is one business day for standard ads and three days for animated ads. Please email your online ad to [Leah Alvarez](#) with a copy to [Bev Brady](#).