



DIGITAL ADVERTISING TECHNICAL SPECIFICATIONS

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	Leaderboard	MPU	Other Banners	Advertorial
Dimensions	728 x 90	300 x 250 300 x 600	468 x 60 120 x 600 150 x 600 150 x 200 120 x 240 150 x 75	300 x 300 300 x 600
File Format	Static / Animated GIF or JPG Flash (see Flash Media guidelines below)			Static Image GIF or JPG Text / Landing URL
Max File Size	40 KB (40 KB / 100 KB for expandables)			40 KB
Animation	Yes (Max 15 seconds is suggested)			No
Looping	Yes			No
Third-party Ad-serving	Yes			Only click tagged
Expandables	Yes (expanded 728 x 315)	Yes (expanded 600 x 250)	No	No
Expandables Criteria	Control = 'Close X' on expanded panel and 'Expand' on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either click to close/expand or enable mouse-off retraction Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) Max frames per second 24 Max animation length 15 seconds and max video length 30 seconds Audio Must be user initiated (on click: mute/ un-mute); default state is muted Hot spot not to exceed 1/4 size of original ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must not initiate audio. Z-Index Range: 9,999 - 1,999,999 (for entire ad unit)			N/A
Best Practice	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file the same dimensions of the original (collapsed) ad dimensions.			N/A
Testing	All creatives must function uniformly on both Mac and PC, as well as multiple browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.			N/A
Delivery Deadline	We request that all standard creatives be submitted two business days prior to advertising start date (six days prior for expandables), to allow testing and approval.			

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E-NEWSLETTERS

	Top	Interior	Advertorial
Dimensions	600 x 60	300 x 250	300 x 600
File Format	Static GIF or JPG		Static GIF or JPG Text / Landing URL
Max File Size	40 KB		
Animation	No		
Delivery Deadline	We request that all standard creatives be submitted two business days prior to e-newsletter mailing date to allow testing and approval.		

Circulation: 25,000+ opt-in subscribers

Frequency: Weekly (Thursday)

Free Design Service: In order to make e-newsletter advertising as easy as possible, we offer all advertisers a free design service. Our designers can make your advert co-ordinate with your brand image and website.

Simply supply us with your advert copy, and any other graphics you want incorporated and our designers will do the rest.