

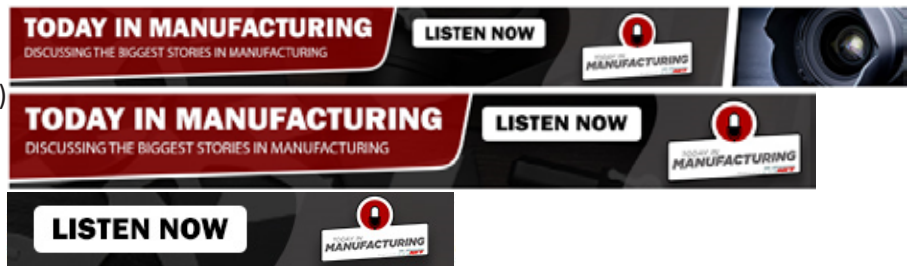


Website Ad Specs

- Maximum file size – 1MB
- .jpg, .png, .gif, HTML5 zip file, and custom third-party code
- Include linking URL for ad units

Leaderboard – 3 sizes

- 970x90 pixels (Desktop)
- 728x90 pixels (Tablet)
- 300x50 pixels (Mobile)
- Link



Boombox

- 300x250 pixels
- Link



Billboard

- 970x250 pixels
- 300x250 pixels (Mobile)
- Link



Reveal Ad: *Requires two independent creatives (.jpg and/or .png only)

E1: 2500X1450 pixels background image

E2: 300X250 pixels PNG for transparent (messaging/call-to-action should go here)

[Reveal Ad Preview Link](#)

[Reveal Ad Template PNG](#)

Native

- Headline: 20-75 characters
- Text: 40-120 characters
- 700X395 pixels (high-resolution - .jpg and/or .png only)
- Link



Prepared by Industrial Media, LLC

