

## STANDARD ADS (DESKTOP & MOBILE)

Ad Size	Common Names	Resolution	File Size	Animation	File Format
728x90	Leaderboard	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
300x250	Rectangle	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
300x600	Half page	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
170x30	Sponsor	72 dpi	12k max	no	JPG, GIF, HTML5 Tag
120x60	Badge Section Sponsor	72 dpi	12k max	no	JPG, GIF, HTML5 Tag
320x50	Mobile Banner/ Mobile Adhesion Unit	72 dpi	60k max	yes	JPG, GIF
300x250	Mobile Rectangle	72 dpi	60k max	yes	JPG, GIF
970x250 & 196x31	Billboard	72dpi	200k max	yes	JPG, GIF, Third Party Tag
300x600 up to five	Filmstrip	72dpi	200k max	yes	JPG, GIF, Third Party Tag
300x1050 & 580x460	Portrait	72dpi	200k max	yes	JPG, GIF, Third Party Tag
970x90 & 970x415	Pushdown	72dpi	200k max	yes	JPG, GIF, Third Party Tag

\* If providing a 3rd party tag, please see full spec sheet for further details.

All ANIMATION (GIF/HTML5 Tag)  
MUST STOP AFTER 15 seconds.

**Deliverable:** For Static Ads: JPG or GIF file

For Animated: GIF file or HTML5 Tag

**Important Note:** All Billboard, Interstitial, and Mobile Interstitial units must include a close button on the top right corner.

## RESPONSIVE RICH MEDIA (RRM) ADS

All RRM units are built by NJ Advance Media<sup>2</sup> All you to need provide are non-expanded, expanded elements, and click-through URL(s).

<sup>2</sup> Unless providing a 3rd party tag

Non-Expanded Size	Resolution	File Size	Expansion Size	Expands
728x90	72 dpi	60k - 120k	728x270	Down
300x250	72 dpi	60k - 120k	600x250	Left
300x600	72 dpi	60k - 120k	600x600	Left
320x50	72 dpi	60k - 120k	320x480	Down

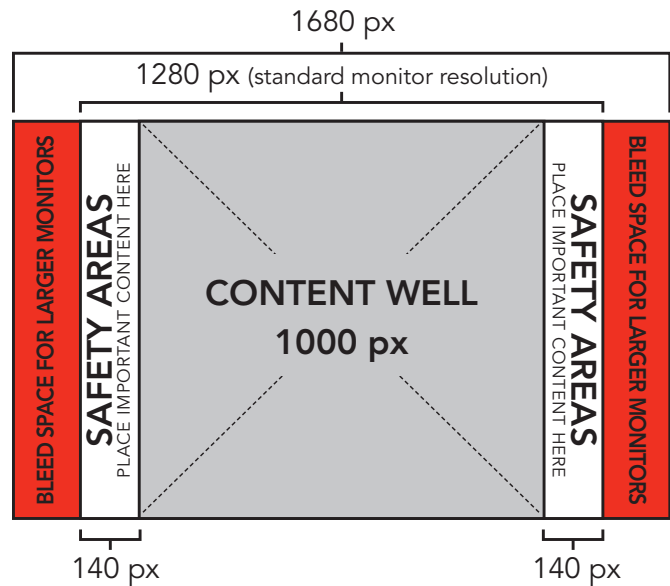
## WALLPAPER ADS

**Deliverable:** JPG/GIF only. No animation.

**Max file size:** 100k max RECOMMENDED file size (We will accept 200k if absolutely necessary, but the page can be slow to load and this might negatively affect performance - please make file sizes as small as possible.)

**Dimensions:** 1280-1680 pixels wide, 800-1600 pixels high. The center content well plus 10px of white space on either side of it will knock out the center 1000px on the single image. While not necessary, you can leave this center part of the image white or a solid color to reduce file size.

Please refer to the illustration to right.



## OPTIMAL VIDEO FILE FORMATS:

### RESPONSIVE RICH MEDIA

**Maximum File Size:** 500MB  
**Video Codec:** H.264  
**File Type:** mp4, mov  
**Length:** 15 or 30 seconds  
*Video does NOT auto play and is muted to start*

### OUTSTREAM

**Maximum File Size:** 5MB  
**Video Codec:** H.264  
**File Type:** mp4, mov  
**Length:** 15 or 30 seconds  
*Video does NOT auto play and is muted to start*  
**Resolution:** max 1920x1080  
 min 640x360  
**Aspect ratio:** 16:9  
 (4:3 not supported)

### TRUVIEW

**Maximum File Size:** N/A  
**Video Codec:** H.264  
**File Type:** mov, mpeg4, mp4, avi, wmv, mpegps, 3gpp, webm  
**Length:** 15, 30, 45, or 60 seconds  
**Resolution:** max 1920x1080  
 min 640x360  
**Aspect ratio:** 16:9  
 (4:3 not supported)

## TRUVIEW COMPANION AD

Ad Size	Common Name	Resolution	File Size	Animation	File Format
300x60	TruView Companion	72 dpi	150k max	yes	JPG, GIF