



**WEB AD SPECS**

Dimensions	Friendly/Rising Star name	Combined is Max Size/Weight		Rich media	3rd-Party Ad Served?	Flash Accepted?	Site served static image	Sidebar Compatible	Expandable	Expandable Max	Border	HTML5 accepted?	File Formats Accepted	Frame Rate	Animation/Looping	Wmode	Z-index	Accepted Vendors
		Initial file size	Polite file size															
728x90	Leaderboard	50k	100k	Yes	Yes	NO	Yes	No	<b>2x</b> <i>*expandable unit MUST be created by the client or a 3rd-party server (Pronto Spotable, Celtra, Sizemek)</i>	728x315	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	2,000,000	All
970x250	Billboard	50k	100k	Yes	Yes	NO	Yes	No	n/a	n/a	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	2,000,000	All
300x250	IMU	50k	100k	Yes	Yes	NO	Yes	Yes	<b>2x</b> <i>*expandable unit MUST be created by the client or a 3rd-party server (Pronto Spotable, Celtra, Sizemek)</i>	600x250	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	1,000,000	All
300x600	Half Page	50k	100k	Yes	Yes	NO	Yes	Yes	<b>2x</b> <i>*expandable unit MUST be created by the client or a 3rd-party server (Pronto Spotable, Celtra, Sizemek)</i>	600x600	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	1,000,000	All
300x1050	Portrait	50k	100k	Yes	Yes	NO	Yes	Yes	n/a	n/a	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	1,000,000	All
1000x30	Breadcrumb	50k	100k	Yes	Yes	NO	Yes	Yes	3x	n/a	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	1,000,000	All
144x100	Native Ad Logo	30k	n/a	No	Tracking Pixels and Click Tags Only	NO	Yes	No	n/a	n/a	n/a	No	JPG, GIF, PNG	24	15 sec max	0	1,000,000	All, Tracking Pixels and Click Tags Only
640x480	Prestitial	100k	n/a	Yes	Yes	NO	Yes	No	n/a	n/a	n/a	Yes	HTML5, JPG, GIF, PNG	24	15 sec max	0	1,000,000	All
950x90	Stationary Bottom Banner	50k	100k	Yes	Yes	NO	Yes	No	n/a	n/a	1px	Yes	HTML5, JPG, GIF, PNG	24	Unlimited	0	2,000,000	All

**NOTES:**  
 Standard turnaround time is three business days upon receipt of creative.  
 Submitted creative is subject to approval by Haymarket Media, Inc.  
 All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels  
 Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: <http://getclicktag.com/get-clicktag-code/>  
 All audio must be user initiated. Expandables must be "click to expand" or "roll to expand" with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or "X"  
 All Skin designs must fade into a single desired background color toward the extremities of the creative to seamlessly merge the Skin and the remainder of the web page.

**MOBILE WEB/MOBILE APPS**

Dimensions	Friendly/Rising Star name	File Size	Rich media	Third Party Ad Served	Site served static image	HTML5 accepted	Animation/Looping	Accepted Vendors	Flash Accepted
300x250	IMU	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
320x50	Mobile Banner	30k	Yes	Yes	Yes	Yes	Unlimited	All	No

**EMAIL NEWSLETTERS**

Dimensions	Friendly/Rising Star name	File Size	Rich media	3rd-Party Ad Served?	Site served static image	HTML5 accepted?	Animation?	Flash Accepted?	Brands Accept Size
300x250	IMU	40k	No	No	Yes	No	Yes	No	All
728x90	Leaderboard	40k	No	No	Yes	No	Yes	No	All
Text	Text Ad (144x100)	n/a	No	No	n/a	No	No	No	All

**NOTES:**  
 Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.  
 For most third party ad servers sending over a noscript standard tag is acceptable.  
 DFA and Pointroll users must send over a 1x1 and click tracker.  
 Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.  
 The maximum logo size is 144x100 (DMNews)