

DIGITAL SPECS

MOBILE

	SIZE	FILE SIZE	SUBSEQUENT SIZE	FORMATS ACCEPTED	SERVING
MOBILE SCROLL	320x50	60K	N/A	.jpg, .gif, HTML5	3rd
MOBILE LEADERBOARD	320x50	60K	N/A	.jpg, .gif, HTML5	3rd
MOBILE RECTANGLE	300x250	60K	N/A	.jpg, .gif, HTML5	3rd

VIDEO

IN-ARTICLE OUTSTREAM*	600x337	50MB	N/A	MP4	3rd
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DESKTOP

LEADERBOARD	728x90	60K	60K	.jpg, .gif, Flash, HTML5	3rd
HALF PAGE	300x600	60K	60K	.jpg, .gif, Flash, HTML5	3rd
RECTANGLE	300x250	60K	60K	.jpg, .gif, Flash, HTML5	3rd

NEWSLETTER

LEADERBOARD	728x90	40K	N/A	.jpg only	1st party
HALF PAGE	300x600	40K	N/A	.jpg only	1st party
SPONSORED LOGO	582x88	60K	N/A	.jpg only	1st party

*IN-ARTICLE OUTSTREAM VIDEO (RUNS BETWEEN PARAGRAPHS WITHIN EDITORIAL CONTENT)

*ALL VIDEO UNITS CAN RUN CROSS PLATFORM.

*AUDIO MUST BE USER-INITIATED.

*5 BUSINESS DAY LEAD TIME REQUIRED.

*FOR MORE INFORMATION ON PRICING & PROPOSALS, PLEASE CONTACT YOUR SALES REPRESENTATIVE