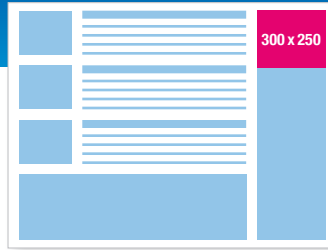
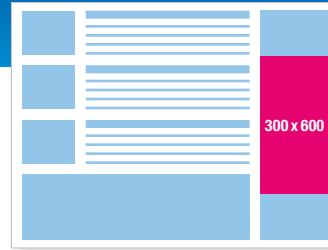


Leaderboard & eNewsletter



Rectangle



Tower



Mobile Article

Ad Specs

Ad Unit	Dimensions	File Size	Format	Notes
Leaderboard *	728 x 90	40KB max	.JPG/.GIF/ HTML5 3rd Party	Up to 3 loops with 15 seconds max animation (loops combined). 24 frames per second.
Rectangle	300 x 250			
Tower	300 x 600			
eNewsletter	728 x 90	30KB max	.JPG/.GIF/.PDF	Static unit. Active click-through URL must accompany submission of creative.

*Name refers to banner size/not position on web page

Submission Lead Time

- Standard ads must be delivered no fewer than 5 business days prior to launch of campaign.
- Rich media ads must be delivered no fewer than 10 business days prior to campaign launch to allow for testing.
- E-newsletter ads must be delivered no fewer than 10 business days prior to insertion

Digital Net Rates

728 x 90	\$15 CPM
300 x 250	\$15 CPM
300 x 600	\$15 CPM

Tracking

- All Standard/Rich Media ad products listed above support 3rd party 1 x 1 impression tracking (not including e-newsletter ad placements) and 3rd party click tracking via click command URLs.

Animation

- Animation is not to exceed 15 seconds except in special circumstances upon site approval.