

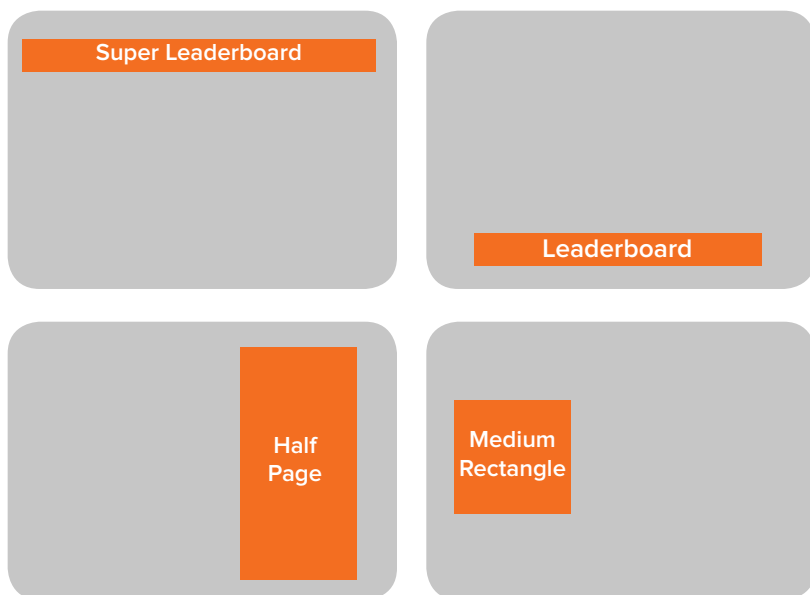
# ADVERTISING SPECIFICATIONS



Ad Unit	Max Size	Dimensions
Super Leaderboard	200kb	970 x 90 <sup>2</sup>
Leaderboard	200kb	728 x 90 <sup>2</sup>
Half Page	200kb	300 x 600 <sup>2</sup>
Medium Rectangle	200kb	300 x 250 <sup>2</sup>
Mobile	50kb	320 x 50 <sup>1</sup>
Email Newsletter Sponsorship (jpg)		600 x 150 <sup>1</sup>

<sup>1</sup>Size reduced proportionately in response user's device size

<sup>2</sup>Types: JPG, PNG, GIF, HTML5



## Video

Resolution: 1080p max

Format: MP4 or MOV preferred; AVI, DAT, DIVX, DV also accepted

Length: Up to 45 seconds

# ADVERTISING SPECIFICATIONS



Format: 300 dpi, PDF, JPG, TIF  
 Color: Four-color, CMYK  
 Fonts and artwork: Must be included

Dimensions	Bleed	Trim	Live
Full Page	8.625 x 11.125	8.375 x 10.875	7.375 x 9.875
2/3 Page Vertical			5 x 10.125
1/2 Page Vertical			3.65 x 10.125
1/2 Page Horizontal			7.5 x 5
1/3 Page Vertical			2.375 x 10.125
1/3 Page Box			5 x 5
1/4 Page			3.65 x 5
Business Directory			1.75 x 1.4125

