

Adweek.com Specifications

Run-of-Site

Creative Size	GIF/JPEG File Size	Flash	Polite File Size (Additional Loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40K	40K	75K	728 x 270	Down	Unlimited	Unlimited
160 x 600	40K	40K	75K	400 x 600	Left or Right	Unlimited	Unlimited
300 x 250	40K	40K	75K	500 x 500	Left or Right	Unlimited	Unlimited
300 x 600	40K	40K	75K	400 x 600	Left or Right	Unlimited	Unlimited
120 x 60	20K	20K	N/A	N/A	N/A	Unlimited	Unlimited
300 x 1050 ¹	N/A	N/A	100KB Max	N/A	N/A	N/A	N/A
640 x 480 ²	100KB	100KB	N/A	N/A	N/A	15 Seconds	Unlimited
945 x 250 ³	100KB	100KB	N/A	N/A	N/A	15 Seconds	N/A
945 x 60 ⁴	100KB	100KB	N/A	N/A	N/A	15 Seconds	N/A

¹Portrait ²Prestitial ³Pushdown expanded ⁴Pushdown collapsed

All rich media (prestitials, pushdowns, etc.) creative including backup jpegs, FLAs, and font files must be submitted at least five business days before the start of the campaign.

We accept third party tags for portrait ads, some pushdowns and billboard ads. We accept tracking pixels for: prestitials, videowalls and slider ads. For other custom rich media units, speak to your sales rep for further details.

Video Formats: Prestitial / Video Pushdown

- ▶ MOV or AVI format
- ▶ File size under 100MB
- ▶ Files should be uncompressed or in H264 format – We do not accept files using other codecs
- ▶ Finished size and length – should require no cropping, squeezing, or editing
- ▶ We only accept the files digitally (ZIP, link, or FTP)
- ▶ Any compression applied to media files reduces the quality of our encoding process
- ▶ We cannot correct sound issues caused by compression applied to your original media
- ▶ We cannot correct visible damage caused by compression applied to your original media

e-Newsletter

Creative Size	GIF/JPEG File Size	Flash	Polite File Size (Additional Loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40K	Not Accepted	N/A	N/A	N/A	None	None
300 x 250	40K	Not Accepted	N/A	N/A	N/A	None	None

Third party tags are not accepted for newsletters. We will however accept a click tracking URL.

Mobile

Creative Size	File Format Still Images	File Format Animations	File Size Basic Banners	File Size Enhanced Banners
320 x 50	GIF, JPEG, PNG	Animated GIF	< 5KB	< 7.5KB

Contact:

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