

AD SPECS FOR eNEWSLETTERS

Ad Type	Dimensions
Banner	468x60 pixels
Skyscraper	160x600 pixels
Button / Logo	120x120 pixels
Text	

AD SPECS FOR Websites

Ad Type	Dimensions
Banner	468X60 pixels
Skyscraper	160x600 pixels
Button	120x60 pixels
Square Button	120x120 pixels
Pop - Up	300x250 pixels
Leaderboard	728x90 pixels
Leaderboard w/ Drop down element	728x210 pixels
Big Box	336x280 pixels

AD INFO

Websites

A leaderboard does not have to have a drop down element.
A drop down element is only packaged with the leaderboard.
All ads require insertion orders (IO) to be processed. Free or
Ads can be Run-of-site (ROS) or specific area.
We use Accipiter Ad Manager software to manage ads.
Each ad size has a file size limit to assure that ads download
All ads are billed on Datatrax at the end of the month.
Ads are billed for the month that they run.
If an ad is Free, you must indicate why it's free on your IO.

eNewsletters

All eNews images must be .gif or .jpg - we cannot use Flash f

File Types Accepted	Max File Sizes
gif & jpg	18 kb
gif & jpg	40 kb
gif & jpg	12 kb

File Types Accepted	Max File Sizes
gif , jpg , png , Flash, Rich Media, 3rd Party	18 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	40 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	12 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	12 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	30 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	30 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	50 kb
gif , jpg , png , Flash, Rich Media, 3rd Party	46 kb

and is not available without.
Paid.

in a reasonable amount of time.

files.

