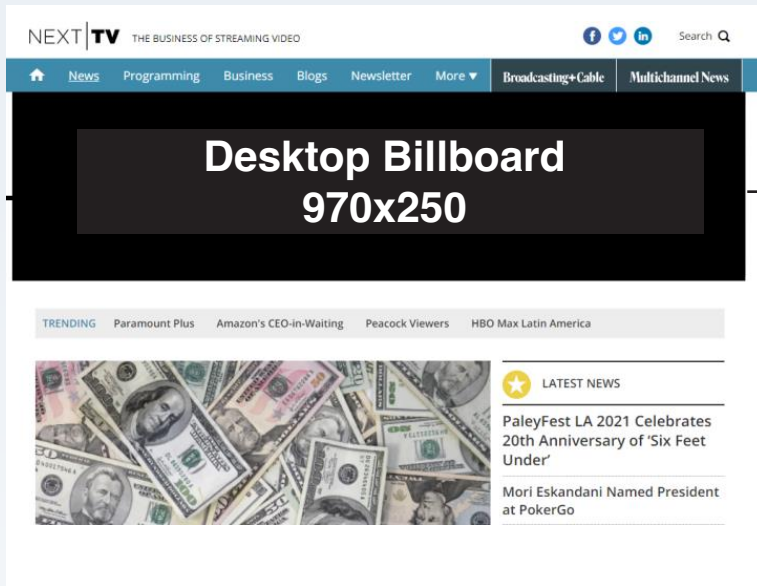


# Website Display Advertising Specs

- Third Party Tags can be accepted from approved ad vendors.
- 1x1 and click trackers will be site served.
- Accepted image file formats for site served campaigns: GIF/JPEG/PNG

Ad materials are due 3 full business days prior to the send date.



## Desktop Billboard

- Pixel Size: 970 x 250; 100k maximum
- Ad File Formats: GIF, JPEG, PNG and Third Party
- Can be served to Mobile? No
- Can be served to Tablet? No



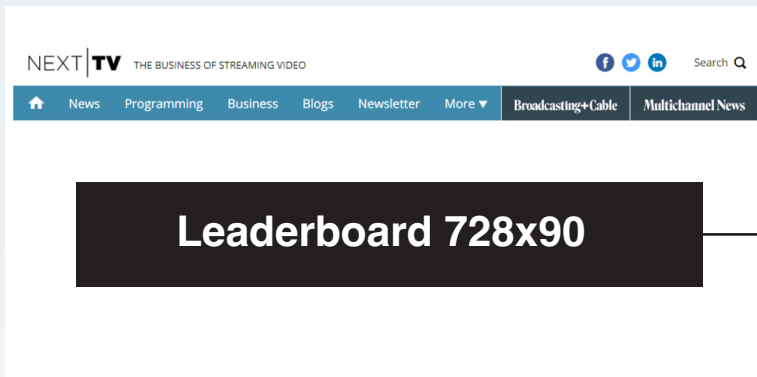
## Desktop Billboard

- Pixel Size: 300 x 600; 50k maximum
- Ad File Formats: GIF, JPEG, PNG and Third Party
- Can be served to Mobile? No
- Can be served to Tablet? Yes

# Website Display Advertising Specs

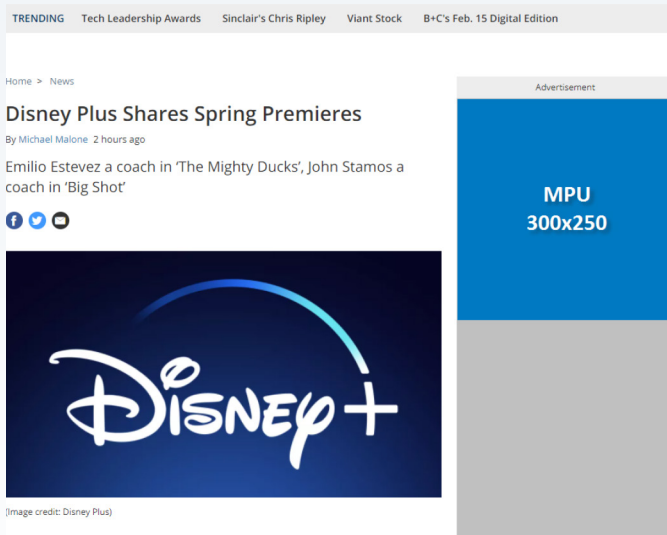
- Third Party Tags can be accepted from approved ad vendors.
- 1x1 and click trackers will be site served.
- Accepted image file formats for site served campaigns: GIF/JPEG/PNG

Ad materials are due 3 full business days prior to the send date.



## Leaderboard

- **Pixel Size:** 728 x 90; 50k maximum
- **Ad File Formats:** GIF, JPEG, PNG and Third Party
- **Can be served to Mobile?** No
- **Can be served to Tablet?** Yes



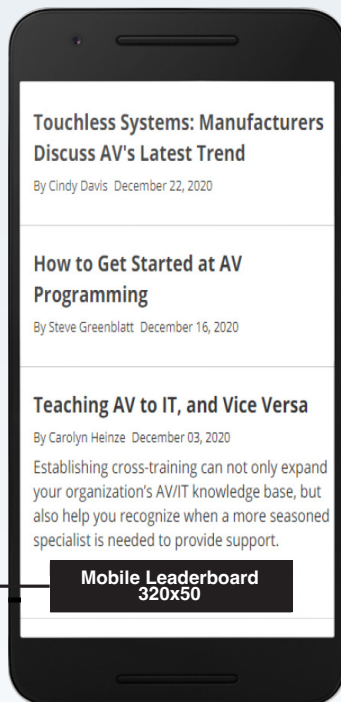
## Mid-Page Unit (MPU)

- **Pixel Size:** 300 x 250; 50k maximum
- **Ad File Formats:** GIF, JPEG, PNG and Third Party
- **Can be served to Mobile?** Yes
- **Can be served to Tablet?** No

# Website Display Advertising Specs

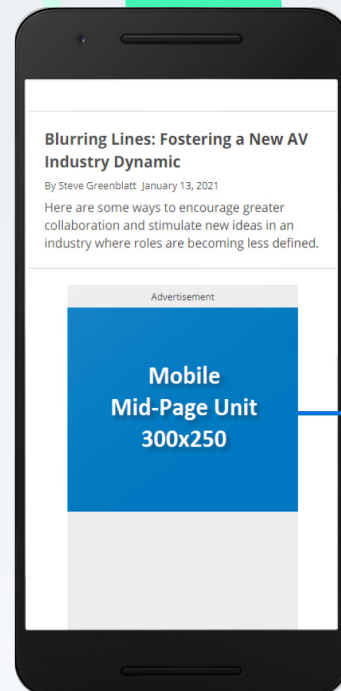
- Third Party Tags can be accepted from approved ad vendors.
- 1x1 and click trackers will be site served.
- Accepted image file formats for site served campaigns: GIF/JPEG/PNG

Ad materials are due 3 full business days prior to the send date.



## Mobile Leaderboard

- **Pixel Size:** 320 x 50; 50k maximum
- **Ad File Formats:** GIF, JPEG, PNG and Third Party
- **Can be served to Mobile?** Yes
- **Can be served to Tablet?** No



## Mobile Mid-Page Unit (MPU)

- **Pixel Size:** 300 x 250; 50k maximum
- **Ad File Formats:** GIF, JPEG, PNG and Third Party
- **Can be served to Mobile?** Yes
- **Can be served to Tablet?** Yes