

CREATIVE SPECS 2014



The Content Experts

	SIZE SPECS	LOCATION	CREATIVE REQUIREMENTS	MAXIMUM FILE SIZE	ANIMATION/ LOOPING	PRICING
E-NEWSLETTER						
BIG BOX	300X250	Prominent, varies by newsletter	GIF, JPEG (animation optional)	30K	N/A	\$100 net ROS/\$85 RON
TEXT-AD	Title: max 200 characters including space Body: max 350 characters including space	Within newsletter (note: we send both text and HTML versions of all newsletters)	Plain text, email or .txt file	Maximum 500 characters + URL	N/A	\$50 CPM net
LEADERBOARD *ITB ONLY	728x90	Top	GIF, JPEG(animation optional)	37K	N/A	\$100 net ROS/\$85 RON
STATIC ADS						
LEADER BOARD	728X90	Top	No Border	37K	15 seconds or loop 3X	\$100 ROS/\$85 RON
BIGBOX	300x250	Prominent location	No Border	37K	15 seconds or loop 3X	\$100 ROS/\$85 RON
SUPER BIGBOX	300X600	Prominent location	No Border	37K	15 seconds or loop 3X	\$150 net
VIDEO ADS						
PRE-ROLL	Size N/A - Format .FLV	Prominent location	No Border	10MB	N/A	\$250 net
POST-ROLL	Size N/A - Format .FLV	Prominent location	No Border	10MB	N/A	\$250 net
DIGITAL MAGS	300x250	Top left / Bottom left	No Border	37K	15 seconds or loop 3X	\$100 net