

## **Creative Specs** ad sizes and formats

### **ANIMATED ADS**

**FILE SIZE:** Max of 200kb

**STANDARD SIZES:** 300x250, 728x90, 160x600, 320x50, 300x50, 300x600 and 320x480

**Image formats:** gif, HTML 5 (HTML5 files must include an index.html file)

- Recommended maximum of 18 frames per second
- Animation length maximum of 30 seconds with no more than two loops

### **STATIC ADS**

**FILE SIZE:** Max of 200kb

**STANDARD SIZES:** 300x250, 728x90, 160x600, 320x50, 300x50, 300x600 and 320x480

**Image formats:** jpg, png

### **GEOFENCING / GEOTARGETING ADS**

**FILE SIZE:** Max of 150kb

**REQUIRED AD SIZE:** 320x50

**ADDITIONAL SIZES:** 300x50, 320x50, 320x480 and 728x90 (mobile run of network)

### **FACEBOOK ADS**

**FILE SIZE:** Max of 1MB

**STANDARD SIZES:** 1200x628

**Headline:** 25 characters

**Body text:** 90 characters

Image may not include more than 20% text. [See how much text is on your image.](#)

### **CLICKTAGS** for tracking.

Set up in this format: clickTag {{clickTag}} / {{escapedClickTag}}

Insert directly before clickthrough URL. Use escaped version if passing the clicktag as part of a URL.

Ads serving within an iframe should open in a new window when clicked.

**Example:** clickTag Actionscript Code: on (release) {getURL (clickTAG,"\_blank")

*Use only one clicktag in each file. Platform does not support multiple clicktags within a file.*

**Acceptable formats:** ZIP file or HTML script

### **Additional guidelines**

#### **CREATIVE BACKGROUNDS AND BORDERS**

On all ads with partially black, white or transparent backgrounds, a visible border of contrasting color must be added to the majority background color of the creative.

#### **ADS MAY NOT...**

- Contain fake hyperlinks
- Resemble Windows, Unix or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

# ad sizes and formats

**We customize  
your creative in each  
of these sizes.**

size **300x250**

size **300x50**

size **728x90**

size **320x50**

size **320x480**

size **300x600**

size **160x600**

**Postcard Specs:**

Postcard: 6" x 11"  
Paper Stock: 16PT UV on 4-color side(s)  
ALL Process Color Front and Back

**Pricing includes:** Printing, data, mail handling, postage and design (2 hour of creative services). Additional fees may apply for additional creative work, multiple campaign drops. Please call for details.

