

# Advertising Specifications

Revised December 2016

(Subject to change)



<u>Ad Unit</u>	<u>Max Size</u>	<u>Dimensions</u>
Super Leaderboard	200kb	970 x 90
Leaderboard	200kb	728 x 90
Half Page	200kb	300 x 600
Medium Rectangle	200kb	300 x 250
Spotlight image		350 x 350 or larger
Smartphone Static Wide Banner	50kb	320 x 50

Types: jpg, gif, swf [Third party script ads must be provided with serve-ready code]



**Format:** CMYK, 300 dpi  
**Color:** Four-color  
**Fonts and artwork:** Must be included

## Dimensions:

	<u>Bleed</u>	<u>Trim</u>	<u>Live</u>
Full Page	8.625 x 11.125	8.375 x 10.875	7.375 x 9.875
2/3 Page Vertical			5 x 10
1/2 Page Vertical			3.65 x 10
1/2 Page Horizontal			7.5 x 5
1/3 Page Vertical			2.375 x 10
1/3 Page Box			5 x 5
1/4 Page			3.65 x 5
1/6 Vertical			2.35 x 5
1/6 Horizontal			5 x 2.35
1/12 Page			2.35 x 2.45