



## MOBILE

PLACEMENT	SIZE	FILE SIZE	SUBSEQUENT FILE SIZE	FORMATS ACCEPTED	SERVING
LEADERBOARD	320x50	40K	N/A	.jpg, .gif, HTML5	3rd
RECTANGLE	300x250	40K	60K	.jpg, .gif, HTML5	3rd
PULL UNIT	320x50>320x480	40K	60K	HTML5	3rd
PORTRAIT UNIT	300x600	40K	60K	.jpg, .gif, HTML5	3rd
REVEALER	320x480	N/A	N/A	mp4	1st

## VIDEO

PLACEMENT	SIZE	FILE SIZE	SUBSEQUENT FILE SIZE	FORMATS ACCEPTED	SERVING
WELCOME AD	680x480	5MB	60K	mp4, vast, or vpaid tag	3rd
IN-CONTENT UNIT	Responsive	5MB	N/A	mp4, vast, or vpaid tag	3rd
MOBILE VIDEO UNIT	Custom	N/A	N/A	mp4	1st

\*ALL VIDEO UNITS CAN RUN CROSS PLATFORM.  
 \*AUDIO MUST BE USER-INITIATED.  
 \*5 BUSINESS DAY LEAD TIME REQUIRED.



## CLASSIC

PLACEMENT	SIZE	FILE SIZE	SUBSEQUENT FILE SIZE	FORMATS ACCEPTED	SERVING
LEADERBOARD	728x90	40K	60K	.jpg, .gif, Flash, HTML5	3rd
HALF PAGE	300x600	40K	60K	.jpg, .gif, Flash, HTML5	3rd
RECTANGLE	300x250	40K	60K	.jpg, .gif, Flash, HTML5	3rd

## RICH MEDIA

PLACEMENT	SIZE	FILE SIZE	SUBSEQUENT FILE SIZE	FORMATS ACCEPTED	SERVING
PUSHDOWN	970x90 >970x415	40K	60K	Flash, HTML5	3rd
BILLBOARD	970x250	40K	60K	.jpg, .gif, Flash, HTML5	3rd
SUPERLEADERBOARD	970x90	40K	60K	.jpg, .gif, Flash, HTML5	3rd
PORTRAIT UNIT	300x1050	40K	60K	.jpg, .gif, Flash, HTML5	3rd

## NEWSLETTER

PLACEMENT	SIZE	FILE SIZE	SUBSEQUENT FILE SIZE	FORMATS ACCEPTED	SERVING
LEADERBOARD OR HALF PAGE	728x90 or 300x600	40K	N/A	.jpg only	1st-Click Command Only

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\*AUDIO MUST BE USER-INITIATED.

\*5 BUSINESS DAY LEAD TIME REQUIRED.