

# STICKY FOOTER

Displays in the bottom sticky footer positions.

| AD SIZES          | MAX SIZE                                 | FILE TYPES                                      | 3RD PARTY |
|-------------------|--|---|-----------|
| 728x90 and 300x50 | Image file size must be smaller than 1MB | PNG, JPG, GIF, and rich media (including HTML5) | ✓         |

## NOTES:

- First appears when user scrolls approximately 50 pixels
- Rotates through line items as user scrolls
- Providing all three sizes ensures the advertiser's presence on all screen sizes
- Browser size determines which ad will show (shrink your browser window and a smaller ad size will show)
- Can be site served or by using 3rd party client tags
- Must provide a click through URL
- Animation: 15 seconds maximum. No looping.



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# ROTATION AD

Displays in body of content and in between content on topic pages.

| AD SIZE | MAX SIZE                                 | FILE TYPES                                      | 3RD PARTY |
|---------|--|---|-----------|
| 300x250 | Image file size must be smaller than 1MB | PNG, JPG, GIF, and rich media (including HTML5) | ✓         |

## NOTES:

- 'Lazy load' - web ad loads just prior to appear in the screen as the user scrolls
- 300x250 appears on all screen sizes (no need for other sizes)
- Can be site served or by using 3rd party client tags
- Must provide a click through URL
- Animation: 15 seconds maximum. No looping.



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# RESKIN

Displays at top and sides of content body then reappears (reveals)  
between main content and 'more in' section.

| AD SIZES   | MAX SIZE                                      | 3RD PARTY |
|--|---|-----------|
| Background image: 1658x1058<br>Message area: 300x250 | Each piece of creative<br>must be 1MB or less | X         |

## NOTES:

- Persistent placement on the page throughout vertical scrolling
- Background image should have no messaging - only branding. Center of image will be covered by content; the amount of the sides displaying varies based on user browser settings (and doesn't show at all on mobile)
- All messaging should be contained to the 300x250 image. Best practice is to make this transparent so it appears to be integrated with the background vs sitting on top of it.
- One click through URL for full ad position (sides and center image click through to one place)
- Only site serving allowed (not ad tags other than impressions/click trackers)

# NATIVE ADS

Placed within content streams and content blocks to appear as content.

| MATERIALS NEEDED   | 3RD PARTY |
|--|-----------|
| Headline (1-75 characters), body copy (1-255 characters), click through URL, and image (3:2) | X         |

## NOTES:

- Formatted to match surrounding content - labeled as as Sponsored or Advertisement
- Can also be placed in-body content to appear as an advertisement
- Site served only (no impressions trackers allowed)



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# NEWSLETTER ADS

Displays between newsletter content.

| AD SIZE   | MAX SIZE                                 | FILE TYPES             | 3RD PARTY |
|---|--|------------------------|-----------|
| 300x250 and Native Ad (see Native Ad information) | Image file size must be smaller than 1MB | PNG, JPG or static GIF | X         |

## NOTES:

- Site served only (click trackers allowed)
- Must provide a click through URL



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