



# Advertising Specifications

Ad Unit	Dimensions (WxH in pixels)	Accepted Formats	Max File Size	Max Animation Time	Max # of Loops	Flash Accepted	Animation Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	GIF, JPG, 3rd Party	50K	:15	3X	No	24fps Max Frame Rate	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only
Leaderboard	728x90	GIF, JPG, 3rd Party	50K	:15	3X	No	24fps Max Frame Rate	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only
Half Page	300x600	GIF, JPG, 3rd Party	50K	:15	3X	No	24fps Max Frame Rate	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only
Interstitial	640x480 (Desktop) 320x480 (Mobile)	GIF, JPG, 3rd Party	150KB	:15	NA	No	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video"	Close Button must be located in the top right 50x50 pixels. Click-through URL should be for a page that is optimized for a mobile browser. SSL Assets Only
Celtra Interscroller	Full Width x Height (Mobile)	3rd Party Tags or Custom Built	100KB	:15	3X	No	24fps Max Frame Rate	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only
Outstream	480x370 (Desktop/Mobile)	.MOV, .MP4, VAST/VPAID	10MB	:15, :30 Only	NA	No	:15, :30 Only unless Branded Content	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only
Preroll	400x300 or larger (video player size); actual player size varies in a live environment	.MOV, .MP4, VAST/VPAID	10MB	:15, :30 Only	NA	No	:15, :30 Only unless Branded Content	Click-through URL should be for a page that is optimized for a mobile browser. SSL Assests Only