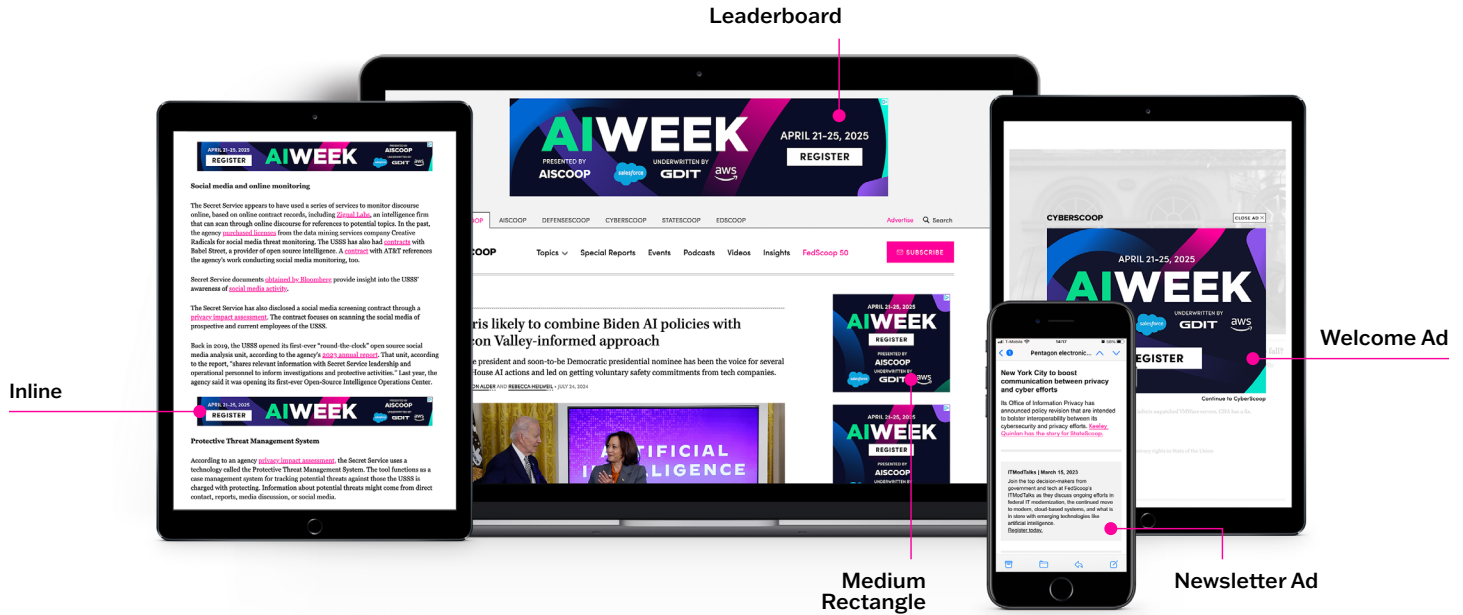


DIGITAL ADVERTISING SPECIFICATIONS



WEBSITE ADVERTISING

DISPLAY ADVERTISING

- Leaderboard:** 728x90 and 970x90 or 970x250
- Half Page:** 300x600
- Inline:** 728x90
- Medium Rectangle:** 300x250
- Mobile:** 320x50 or 320x100
- Welcome:** 640x480 (High impact only)

HOMEPAGE TAKEOVER

- Leaderboard:** 728x90 and 970x90 or 970x250
- Half Page:** 300x600
- Medium Rectangle:** 300x250
- Mobile:** 320x50 or 320x100

NEWSLETTER ADVERTISING

TEXT-BASED DIGITAL NEWSLETTER

- Max Characters:** 550 (including spaces)
- Format:** Headline. Body. Call-to-Action.
- URL:** Client to provide URL that will link to the Call-to-Action

WELCOME AD

- Website:** 640x480
- Mobile:** 300x250

DISPLAY FORMATS

- Creative:** GIF, JPG, PNG, HTML5
- Max File Size:** 1MB
- Max Animation Time:** 30 seconds

- Audio:** No
- Border:** Creatives with partially black or white backgrounds must have a visible border of a contrasting color
- Rich Media Accepted:** No
- All creative must be accepted and tested prior to going live*