



ad specs

- Accepted file formats: JPEG, PNG, GIF, Rich Media & Third Party Served ads.
- Rich Media ads require the use of "clickTAG" in place of URLs, embedded in the code itself. All Rich Media should follow Google specifications.
- GearJunkie.com uses DoubleClick for Publishers for ad serving. Internal redirects are preferred for Third Party Served ads housed in DoubleClick for Advertisers or other DFP instances.
- Full specifications for accepted DFP media types are available online.
- Ads in GearJunkie email newsletters cannot use Rich Media or Third Party Tags.



box

300x250 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



mobile adhesion

360x90 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



billboard

970x250 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



mobile interscroller

1080x1920 pixels, 1MB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



super leaderboard

1200x600 pixels, 500KB max file size
.jpg, .png, .gif, or 3rd Party Ad Tags
15 second animation, 3 loops (.gif)



pre-roll video

640x480 (4:3 ratio), 30MB max file size, :15 and :30 lengths
.mov, .mp4, or 3rd Party Video Tags (i.e. VAST)



e-newsletter ads & takeovers

E-Newsletter is sent 3 times a week. There are 2 different ad placements:
728x90 ad - image only, 1MB max file size (no animation/video/JavaScript)
970x250 ad - image only, 1MB max file size (no animation/video/JavaScript)
Exclusive Takeover: logo plus both ad units