

# AD SPECS

## WEBSITE SPEC

## NEWSLETTER SPEC

Ad Type	Ad Unit Size	HTML5 Ad Serving Type	HTML5 Initial Load	HTML5 Sub-load	Third Party Ad Served (Y/N)	File Size	File Format
<b>Billboard</b>	970x250	Third party Tags	250k	500k	Yes	199k	.gif, .jpg, .png
<b>Leaderboard</b>	728x90	Third party Tags	150k	300k	Yes	199k	.gif, .jpg, .png
<b>Box Ad</b>	300x250	Third party Tags	150k	300k	Yes	199k	.gif, .jpg, .png
<b>Tower</b>	300x600	Third party Tags	200k	400k	Yes	199k	.gif, .jpg, .png
<b>Mobile Standard Banners</b>	300x250	Third party Tags	50k	200k	Yes	150k	gif, .jpg.

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