

Ad Unit Dimension and File Size Standards

Description

The following are the standard dimensions and file sizes for advertising through the ad server on the Advance Internet sites. Our ad serving capabilities are not limited to these sizes, however any other sizes should get approval before being sold/designed.

File size limits will be strictly enforced.

Ad Unit	Dimensions	Std. File Size	Flash File Size	Rich Media Enabled	IAB Standard
Banner	468x60	15k	20k	Yes	Yes
Skyscraper 1	160x400	20k	30k	Yes	Yes
Site Sponsor	130x60	6k	-	No	No
Section Sponsor	100x45	6k	-	No	No
Section Sponsor 2	120x60	6k	-	No	Yes
Leaderboard	728x90	30k	30k	Yes	Yes
Story Ad	300x250	30k	30k	Yes	Yes
Rectangle	300x250	30k	30k	Yes	Yes
Skyscraper 1	160x400	20k	30k	Yes	Yes

IAB standardization of ad sizes:

The IAB (<http://www.iab.net>) has put forth a standard set of ad sizes in an effort to ease the process of buying advertising across sites. Below is an outline of the sizes the IAB has standardized and our ability to serve them. At this time we are not able to accept all the sizes the IAB has put forward.

Please refer to the outline below when responding to RFPs.

IAB Standard Sizes that we accept:

Unit Name	Dimensions	Where we can serve	Notes
Square Pop Up	250x250	Story Ad, Pop ups	
Vertical Rectangle	240x400	Story Ad	Max width on story ads at this time is 250.
Rectangle	180x150	Story Ad, Skyscraper	Not our standard size but can be served.
Full Banner	468x60	Banner	
Half Banner	234x60	Banner	Not our standard size but can be served. A Half Banner would serve in place of a Full banner.
Button 1	120 x 90	Small Tile, Tile, Skyscraper	
Button 2	120 x 60	Small Tile, Tile, Skyscraper	Not our standard size but can be served.
Square Button	125 x 125	Tile, Skyscraper	Not our standard size but can be served.
Skyscraper	120x600	Skyscraper	Not our standard size but can be served.
Medium Rectangle	300x250	Story Ad	
Large Rectangle	336x280	Story Ad	

Contact: Please contact your Account Executive with any questions or comments.
