Online and Email Advertising Spec Sheet
Advertising Formats

Billboard 970 x 250
(Masthead)

Leaderboard 728 x 90

MPU 300 x 250

Double MPU 300 x 600

(revision.world)
Advertising Specifications

### Standard Ad Units

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Dimensions Width x Height</th>
<th>Max File Size Static GIF/JPeg</th>
<th>Max File Size Animated GIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>60KB</td>
<td>80KB</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>60KB</td>
<td>80KB</td>
</tr>
<tr>
<td>Double MPU</td>
<td>300 x 600</td>
<td>60KB</td>
<td>80KB</td>
</tr>
<tr>
<td>Masthead</td>
<td>970 x 250</td>
<td>60KB</td>
<td>80KB</td>
</tr>
</tbody>
</table>

- 3rd party tags should be generated as JavaScript only. IFrame tags are not accepted.
- Animation length should not exceed 15 seconds.
- Animation may loop indefinitely.

### Flash Ad Units

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Dimensions Width x Height</th>
<th>Max File Size Static (initial file download)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>100KB</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>100KB</td>
</tr>
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<tr>
<td>Masthead</td>
<td>970 x 250</td>
<td>140KB</td>
</tr>
</tbody>
</table>

- 3rd party tags should be generated as JavaScript only. IFrame tags are not accepted.
- Flash creatives should be published with a backup GIF or JPEG image.
- Maximum frame rate of 25 FPS.
- Animation length should not exceed 15 seconds.
- Animation may loop indefinitely.
- Audio is permitted, but must be initiated by user click. No mouseover starts.
- Audio should not exceed 15 seconds.
- Clearly visible mute button if audio is used.
- Video is permitted, but must be initiated by user click and must be executed through a ‘polite download’ where the initial load is 40KB and up to a max of 2.2MB for the ‘polite download’.
- Video should not exceed 15 seconds.
- Clearly visible start/stop video controls.
Email Specifications

We prefer HTML code for solus emails, if this is not possible then please provide any logos or images as JPEGs along with text and click through URLs.

We don’t have a specific word count, but advise clients not to make the email too long.

At least 3 calls to action are recommended on each solus email to engage with the readers.