

DESKTOP WEB

Combined is Max Size/Weight

Dimensions	Friendly/Rising Star name	Initial file size	Polite file size	Rich media	Third party ad served	Site served .swf	Site served static image	Sidebar compatible	Expandable (Max)	Expandable direction	Border	HTML5 accepted	Flash version	File formats accepted	Frame rate	Animation/looping	Wmode	Z-index	Accepted vendors
728x90	Leaderboard	50k	50k	Yes	Yes	Yes	Yes	No	728x315	Down	1px	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	50k	0	2,000,000	All
300x250	Box Ad/Sidekick	50k	50k	Yes	Yes	Yes, except for sidekick	Yes	Yes	600x250	Left	1px	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	50k	0	1,000,000	All
300x600	Half Page/Filmstrip	50k	50k	Yes	Yes	Yes, except for filmstrip	Yes	Yes	600x600	Left	1px	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	50k	0	1,000,000	All
300x250	Box Ad/Sidekick (SIDEBAR)	50k	100k	Yes	Yes	Yes, except for sidekick	Yes	Yes	600x250	Left	1px	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	Unlimited	0	3,000,000	All
300x600	Half Page/Filmstrip (SIDEBAR)	50k	100k	Yes	Yes	Yes, except for filmstrip	Yes	Yes	600x600	Left	1px	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	Unlimited	0	3,000,000	All
300x1050	Portrait Ad	50k	100k	Yes	Yes	No	Yes	Yes	n/a	n/a	1px	Yes	n/a	HTML 5, Flash, jpeg, gif, png	n/a	Unlimited	0	1,000,000	All
950x90	Slider Ad	50k	100k	Yes	Yes	No	Yes	No	n/a	n/a	n/a	Yes	n/a	HTML 5, Flash, jpeg, gif, png	n/a	Unlimited	0	1,000,000	All
640x480, 300x250, 300x600	Interstitial/Prestitial	100k	n/a	Yes	Yes	Yes	Yes	No	n/a	n/a	n/a	Yes	10.1 or under	HTML 5, Flash, jpeg, gif, png	24	15 seconds	0	1,000,000	All

Notes:
 Standard turnaround time is three days upon receipt of creative.
 Submitted creative is subject to approval by Haymarket Media, Inc.
 All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels
 Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: <http://getclicktag.com/get-clicktag-code/>
 All audio must be user initiated (via click). Expandables must be "click to expand" or "roll to expand" with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or "X"
 HTML5 creative must be third party served.
 Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.
 **If exceeding or not compliant with our specs we will need to QA tags.

MOBILE WEB

Dimensions	Friendly/Rising Star name	File Size (Weight)	Rich media	Third Party Ad Served	Site served static image	Animation	Accepted Vendors	File Formats Accepted
728x90	Leaderboard	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png
300x600	Half Page	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png
300x250	Box Ad	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png
320x50 - Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png

MOBILE APPS

Dimensions	Friendly/Rising Star name	File Size (Weight)	Rich media	Third Party Ad Served	Site served static image	Animation	Accepted Vendors	File Formats Accepted	Expandable	Expandable Direction
728x90 - Tablet	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png	768x1024 (max)	Up
300x50 - Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Unlimited	All	html5, jpg, gif, png	320x416 (max)	Up

EMAIL NEWSLETTERS

Dimensions	Friendly name	File Size (Weight)	Rich media	Third Party Ad Served	Site served static image	Animation	Accepted Vendors	File Formats Accepted
300x250	Box Ad	40k	No	Yes	Yes	Yes	All	html5, jpg, gif, png
728x90	Leaderboard	40k	No	Yes	Yes	Yes	All	html5, jpg, gif, png
Text	n/a	n/a	No	Yes	n/a	n/a	n/a	html5, jpg, gif, png

Notes:
 Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
 For most third party ad servers sending over a noscript standard tag is acceptable.
 DFA and Pointroll users must send over a 1x1 and click tracker.
 Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.