

2019

# DIGITAL ADVERTISING SPECIFICATIONS



	Units	Dimensions	File Type	Resolution	Animation Length	Max Loops	Max File Size	Available Units
<b>NEWSLETTERS</b>	Premier Banner	5:1 ratio or 500 x 100	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	N/A
	Banner	5:1 ratio or 500 x 100	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	up to 2 available; ads rotate at publisher's discretion
	Square	1:1 ratio or 200 x 200	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	up to 2 available; ads rotate at publisher's discretion
	Native Ad	<ul style="list-style-type: none"> <li>&gt; 500 x 300 (graphic includes the headline and teaser) or 250 x 165 graphic with headline and teaser text</li> <li>&gt; Native Ad content ad is to be provided by the advertiser</li> <li>&gt; Native ad directs to the client's website where the content is posted</li> </ul>	JPEG	72 pixels per inch	N/A	N/A	40KB (normal) 150KB (retina)	N/A
	Partner Content	<ul style="list-style-type: none"> <li>&gt; 500 Words; CIAB will provide headline, teaser and graphic</li> <li>&gt; Partner content is written in partnership with the advertiser by a LE writer</li> <li>&gt; Content lives on the LE Site</li> </ul>	JPEG	72 pixels per inch	N/A	N/A	N/A	N/A
<b>WEBSITE</b>	Leaderboard	728 x 90	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	maximum: 12 advertisers throughout the site
	Square	250 x 250	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	
	Tall Rectangle	250 x 500	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	
	Mobile	300 x 50	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	15 sec.	3 loops	40KB (normal) 150KB (retina)	

## Additional Creative Guidelines

**Border Requirement:** Creative with white background must have a 1-pixel black outline to differentiate ad from editorial content.

**Expandables:** No expandable units accepted.

Please submit all creative to [jacquetta.williams@ciab.com](mailto:jacquetta.williams@ciab.com)

**Material Deadline:** 3 business days prior to launch date. Please provide the respective link. If you don't provide one, we will link to your website.

Up to 3 positions available per newsletter; ads at publisher's discretion.