

# Digital Advertising Specifications

| UNITS  | 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)<br>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)<br>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)</li> <li>&gt; Native Ad content ad is to be provided by the advertiser</li> <li>&gt; Native ad URL is to direct to the client's website</li> </ul>  | JPEG (or gif if utilizing animation or loops) | 72 pixels per inch | N/A              | N/A       | 40KB (normal)<br>150KB (retina) | N/A   |
|  | Partner Content | <ul style="list-style-type: none"> <li>&gt; 500 Words; LE 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 (or gif if utilizing animation or loops) | 72 pixels per inch | N/A              | N/A       | N/A                             | N/A   |
| <b>WEBSITE</b><br>Please provide both sizes. | Square          | 250 x 250  | JPEG (or gif if utilizing animation or loops) | 72 pixels per inch | 15 sec.          | 3 loops   | 40KB (normal)<br>150KB (retina) | maximum:<br>12 advertisers throughout the site          |
|  | Tall Rectangle  | 250 x 500  | JPEG (or gif if utilizing animation or loops) | 72 pixels per inch | 15 sec.          | 3 loops   | 40KB (normal)<br>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.

**Upload Instructions:** Please upload materials to the *Leader's Edge* Ad Portal: <https://ciab.sendmyad.com>. Contact our advertising department at [jacquetta.williams@ciab.com](mailto:jacquetta.williams@ciab.com) with any questions.

**Click-Through URL:** Click URL must be included when creative files are submitted to the *Leader's Edge* Ad Portal. If one is not provided, we will link to your website.

**E-Newsletter Ad Positions:** Up to 3 positions available per e-newsletter; Ads, other than the premier banner, positioned at publisher's discretion.