

Digital Advertising Specifications

UNITS	UNITS	DIMENSIONS	FILE TYPE	RESOLUTION	ANIMATION LENGTH	MAX LOOPS	MAX FILE SIZE	AVAILABLE UNITS
NEWSLETTERS	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
	Native Ad	<ul style="list-style-type: none"> > 500 x 300 (graphic includes the headline and teaser) > Native Ad content ad is to be provided by the advertiser > Native ad URL is to direct to the client's website 	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	N/A	N/A	40KB (normal) 150KB (retina)	N/A
	Partner Content	<ul style="list-style-type: none"> > 500 Words; LE will provide headline, teaser and graphic > Partner content is written in partnership with the advertiser by a LE writer > Content lives on the LE Site 	JPEG (or gif if utilizing animation or loops)	72 pixels per inch	N/A	N/A	N/A	N/A
WEBSITE 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) 150KB (retina)	maximum: 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) 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.

Ad Delivery: <https://ciab.sendmyad.com>. Please make every effort to deliver your materials on time and to our specifications. Contact our advertising department at 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.

Digital Production: We cannot take responsibility for materials that are not in accordance with these specifications.