Digital Advertising Specifications

UNITS	UNITS	DIMENSIONS	FILE TYPE	MAX FILE SIZE	RESOLUTION
NEWSLETTERS	Premier Banner	> All 500 x 100 banner ads should be exported & sent as 1000 x 200. > We will size down the banner but exporting at higher res will ensure ads render cleanly on email.	JPG, PNG, or GIF*	400 KB	72 pixels per inch
	Banner	> All 500 x 100 banner ads should be exported & sent as 1000 x 200. > We will size down the banner but exporting at higher res will ensure ads render cleanly on email.	JPG, PNG, or GIF*	400 KB	72 pixels per inch
	Native Ad	> All 500 x 300 banner ads should be exported and sent as 1000 x 600. > We will size down the banner but exporting at higher res will ensure ads render cleanly on email.	JPG, PNG, or GIF*	400 KB	72 pixels per inch
WEBSITE Please provide both sizes.	Square	250 x 250	JPG, PNG, or GIF*	400 KB	72 pixels per inch
	Tall Rectangle	250 x 500	JPG, PNG, or GIF*	400 KB	72 pixels per inch

*BEST PRACTICES FOR GIFs

We generally recommend against GIFs as many companies have Outlook settings that freeze the GIF into a static image. That said, historically GIFs have performed well as ads with *Leader's Edge*, so if a GIF is to be used, we recommend the following guidelines:

> Company logo and primary call to action should be clearly communicated in the first frame of the GIF.

> GIFs should be no longer than 6 seconds in length

> GIFs should be 8MB or less

> GIF resolution should be 480p or 720p

> GIF should be no more than 200 frames, but ideally should be less than 100

Ad delivery: https://ciab.sendmyad.com. Please make every effort to deliver your materials on time and to our specifications. Contact our Advertising Account Manager, jacquetta.williams@ciab.com, with any questions.

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.

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.