

DIGITAL BANNER SIZES

1 LEADERBOARD
SPECS: **728 X 90**
ROS except homepage, all devices

2 ROS-1
SPECS: **300 X 250**
ROS, all devices

3 ROS-2
SPECS: **300 X 250**
ROS, all devices

4 SKYSCRAPER
SPECS: **300 X 600**
ROS, all devices

5 CONTENTBOARD
SPECS: **600 X 90**
Bottom of article pages, all devices

6 7 ROS-3 & ROS-4
SPECS: **300 X 250**
ROS, all devices

8 3:1 RECTANGLE
SPECS: **300 X 100**
ROS, all devices

Your ad will run across the site in the same location on each page and rotate evenly. Ads will rotate through the placement purchased with a maximum of 3-4 other advertisers, depending on position.



Facebook Photos and Videos:
Recommended aspect ratios include 1:1, 16:9, 2:3, 4:5, and 9:16.

Instagram Post: 1:1, 1.91:1, 4:5, or 16:9 aspect ratio
Instagram Story or Reel: 9:16 aspect ratio

Twitter Post: 1:1 or 16:9 aspect ratio. Limited to 280 characters including link. Image may affect character count.

SOCIAL MEDIA SPECIFICATIONS: Recommended minimum resolution of 1080 px wide. Advertiser provides all copy, photos or video, handle for sponsor tag, and click through URL (not supported on Instagram posts). Posts can be promoted or "boosted" at the advertiser's expense.

Email Newsletter Banner: 600x90 pixels
Dedicated Email Blast: Minimum 600 pixels wide, no height limit

DIGITAL FILE SPECIFICATIONS

WEB BANNERS: JPG, PNG, GIF, HTML File, or Campaign Manager tag in RGB Color format. Max file size of 150 KB.

EMAIL BANNERS: JPG, PNG, or GIF in RGB color format. Max file size of 5 MB.

DEDICATED EMAIL BLASTS: Individual JPGs, PNGs, or GIFs in RGB color format, and copy, links, subject line and pre-header or HTML file and subject line. Max file size per image 5 MB.

SOCIAL MEDIA PHOTOS: JPG or PNG in RGB color format. Max file size of 30 MB.

SOCIAL MEDIA VIDEOS: MP4 or MOV. Max file size of 4 GB.

Files must be submitted 5 business days prior to start/publish date.

INTEGRATED DIGITAL AND PRINT PACKAGE RATES AVAILABLE.