

### WEBSITE BANNER SPECS

WEBSITE BANNERS	DIMENSIONS	FILE SIZE	FILE FORMAT	NUMBER OF ADS PER PLACEMENT	ANIMATION	URL
<b>BILLBOARD</b>	Web: 1060x596	Up to 150 KB	Animated.gif, .gif, .jpg, .png	Up to 3 with Unique URL	Yes - 3 loops, 15 seconds Max	Website Link
<b>SUPER LEADERBOARD</b>	Web: 970x250, 600x250 Mobile: 300x250		Animated.gif, .gif, .jpg, .png, html5			

Use [HTML5 Validator](#) to check for errors in your code when submitting files. If the ad works in HTML5 Validator and is 150 KB or less, it should be accepted for use in Google Ad Manager.

[HTML5 guidelines for Ad Manager](#)

[Limitations of HTML5 creatives in Ad Manager](#)

### E-NEWS BANNER SPECS (DISPLAY)

E-NEWS AD	DIMENSIONS	FILE SIZE	FILE FORMAT	ANIMATION	URL
<b>STATIC</b> (1, 2, 3, 4 AND 5)	300x250	Up to 80 KB	.jpg, .png	NO	Website Link

### AB E-NEWS BANNER SPECS (NATIVE)

E-NEWS AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	HEADLINE	BODY	URL
<b>NATIVE</b>	3:2 Aspect Ratio (ex: 1080x720)	750 KB	.jpg, .png	High	<ul style="list-style-type: none"> <li>• <b>Recommended</b> &lt;35 characters</li> <li>• <b>Max 75</b> characters</li> <li>• <b>Min 20</b> characters</li> </ul>	<ul style="list-style-type: none"> <li>• Short description for your link</li> <li>• <b>Max</b> 255 characters</li> <li>• <b>Min</b> 40 characters</li> </ul>	Image must be clickable and lead to article/post

### READY TO GET STARTED? CONTACT:



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### TECHNICAL QUESTIONS?



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