

WEBSITE BANNER SPECS

WEBSITE BANNERS	DIMENSIONS	FILE SIZE	FILE FORMAT	NUMBER OF ADS PER PLACEMENT	ANIMATION	URL
BILLBOARD	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
SUPER LEADERBOARD	Web: 970x250, 600x250 Mobile: 300x250		Animated .gif, .gif, .jpg, .png, html5			

[HTML5 guidelines for Ad Manager](#)

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

E-NEWS BANNER SPECS

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

E-NEWS SPONSORED CONTENT SPECS (NATIVE AD)

E-NEWS AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	HEADLINE	BODY	URL
NATIVE (1, 2, 3, 4 AND 5)	3:2 Aspect Ratio (ex: 1080x720)	750 KB	.jpg, .png	High	<ul style="list-style-type: none"> • Recommended <35 characters • Max 75 characters • Min 20 characters 	<ul style="list-style-type: none"> • Short description for your link • Max 255 characters • Min 40 characters 	Image must be clickable and lead to article/post

READY TO GET STARTED? CONTACT:



DIANE EBNER

WEST SALES

Advertising Director

(608) 729-4189

diane@athleticbusiness.com



CHARLI MUCHOW

EAST SALES

Account Executive

(608) 729-4216

charli@athleticbusiness.com

TECHNICAL QUESTIONS?



MARJORIE SCHULTZ

Digital Production Manager

(608) 729-4208

marj@athleticbusiness.com