WEBSITE BANNER SPECS

WEBSITE BANNERS	DIMENSIONS	FILE SIZE	FILE FORMAT	NUMBER OF ADS PER PLACEMENT	ANIMATION	URL
BILLBOARD	Web: 1060x596	Up to 200 KB	Animated.gif, .gif, .jpg, .png	Up to 3 with Unique URL	Yes - 3 loops, 15 seconds Max	Website Link
SUPER LEADERBOARD	Web: 970x250 Mobile: 300x250 Mobile: 300x100		Animated.gif, .gif, .jpg, .png, html5			
LEADERBOARD	Web: 970x90 Mobile: 300x100					
SPECIAL PLACEMENT	Web: 970x90 Mobile: 300x100		.gif, .jpg, .png, html5		No	

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
STATIC (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
NATIVE (1, 2, 3, 4 AND 5)	3:2 Aspect Ratio (ex: 1080x720)	750 KB	.jpg, .png	High	• **Recommended** <35 characters • **Max 75** characters • **Min 20** characters	• Short description for your link • **Max** 225 characters • **Min** 40 characters	Image must be clickable and lead to article/post

READY TO GET STARTED? CONTACT:
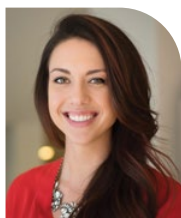
TECHNICAL QUESTIONS?

DIANE EBNER
WEST SALES
Advertising Director
(608) 729-4189
diane@athleticbusiness.com

CHARLI MUCHOW
EAST SALES
Account Executive
(608) 729-4216
charli@athleticbusiness.com

MARJORIE SCHULTZ
Digital Production Manager
(608) 729-4208
marj@athleticbusiness.com