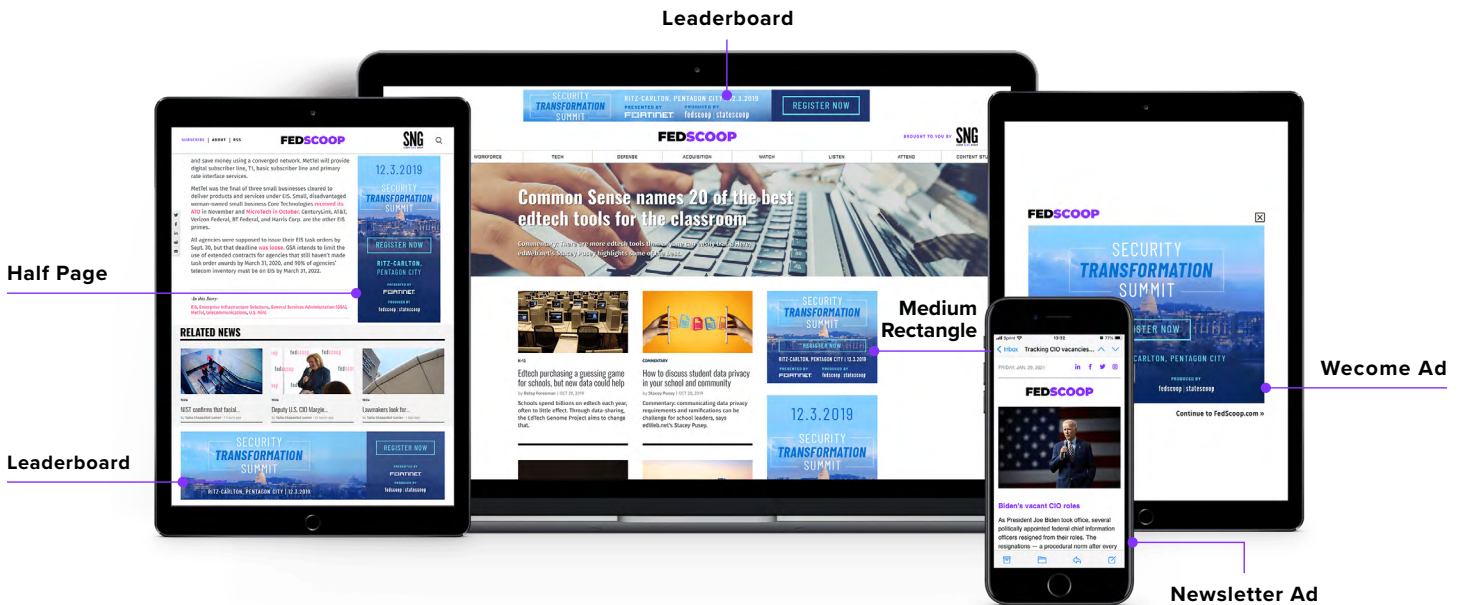


# DIGITAL ADVERTISING SPECIFICATIONS



## WEBSITE ADVERTISING

### DISPLAY ADVERTISING

**Leaderboard:** 728x90 or 970x90 or 970x250  
**Half Page:** 300x600  
**Medium Rectangle:** 300x250

### HOMEPAGE TAKEOVER

**Leaderboard:** 728x90 or 970x90 or 970x250  
**Half Page:** 300x600  
**Medium Rectangle:** 300x250

### WELCOME AD

**Website:** 640x480  
**Mobile:** 300x250

## NEWSLETTER ADVERTISING

### TEXT-BASED DIGITAL NEWSLETTER

**Max Characters:** 550 (including spaces)  
**Format:** Headline. Body. Call-to-Action.  
**URL:** Client to provide URL that will link to the Call-to-Action

### DISPLAY FORMATS

**Creative:** GIF, JPG, PNG, HTML5  
**Max File Size:** 1MB  
**Max Animation Time:** 30 seconds

**Audio:** No

**Border:** Creatives with partially black or white backgrounds must have a visible border of a contrasting color

**Rich Media Accepted:** No

*All creative must be accepted and tested prior to going live*