

Advertisers are responsible for providing the components below:

• **Banner:** .gif, .jpg or .png format. Motif, Eyeblander, Pointroll, Unicast, Eyewonder, Klipmart  
File size: 150 KB maximum

OR

HTML5. A static image (.gif, .jpg or .png format) is also recommended with your HTML5 file as a backup.  
Please make sure all ad tags are https compatible.  
File size: 1 MB (1,000K) maximum.

Accepted Tag types: iframe, javascript, standard 1x1  
File size: 40 KB maximum.  
Maximum animation length: 30 seconds  
Maximum frames per second: 5

We do NOT accept Flash files.

• **Link/url:** the address of the landing page that your banner will link to when clicked on.

• **Alternate Text (optional):** 250 characters (including spaces) for accompanying text/alternate text. This text will be readable by users who have images disabled in settings, or who hover their pointer above a banner. Alternate text is frequently used to add emphasis or prompt click-throughs.

Please check your components carefully (banner dimensions, workable URL and # of characters) before you send them.

All ad sizes comply with those suggested at the Interactive Advertising Bureau.

Limitations:

- NO pop-ups or pop-unders
- NO sound
- HTML5 ads cannot be tracked by *Psychology Today*

**Materials are due one week before launch date.**

**Email materials to ray@psychologytoday.com  
and cc your Advertising Contact**

**HOMEPAGE**

Psychology Today

Find a Therapist | Get Help | Magazine | Tools

How to Feel Guilt-Free Gratitude

For a Better-Behaved Child, Get a Dog

Could Your Voice Show Signs of COVID Infection?

The Lifeblood of Cities: Medical Metaphors and Modern Life

Well-Being and the Calculus of Lives Under Covid-19

Are You Wrongly Labeling Your Child?

How to Face Adversity and Becoming More Hopeful

Why Do We Have Eyebrows?

Expecting Amy: A Documentary of Resiliency

My Newfangled Car is Driving Me Crazy

Most Popular

Making Sense of the Narcissic Mind

The One Change May Remotely Transform Your Life

Meet Our Experts

Barbara Green PhD, DEd, FAPS, Author of *Control Center*

Wesley Fishbein PhD, Author of *Language in the Wild*

Voices in Recovery

Our exclusive interviews with today's leaders in addiction treatment.

1a 300x250 pixels

1b 300x600 pixels

2 300x600 pixels

3 300x250 pixels

5 728x90 pixels

**ARTICLE PAGE**

Psychology Today

Find a Therapist | Topics | Get Help | Magazine | Tools | Experts

Find a Therapist

7 Signs You're Not Mentally Strong, You're Just Acting Tough

Research shows understanding the difference could affect how long you live.

1a 300x250 pixels

1b 300x600 pixels

2 300x600 pixels

3 300x250 pixels

5 728x90 pixels

continue...

## ADVERTISING

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