

Advertisers are responsible for providing the components below:

• **Banner:** .gif, .jpg or .png format. Motif, Eyeblaster, 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



ADVERTISING

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