

Display Banners

Ad Sizes

Standard Display

- 970x90, 728x90, 300x600, 300x250, 320x50 mobile

*Maximum of two sets

Logo: 135x45

Native Ad: Custom – 120x90 image tile + text

Partner Resources: Custom – 120x90 image tile + text

Specs

Standard Display: IAB Standard Specs

Logo

- GIF or JPEG
- Transparent background, no borders, no tagline

Native Ad

- Headline (optional): 50-60 characters (w/ spaces)
- Text: 250 characters max (w/ spaces)
- CTA: 40 characters max (w/ spaces)
- Logo (PNG or EPS file)
- Image: 120 max width x 90 max height
- Click-tracking URL

Display Banners

Specs (continued)

Partner Resources

- Headline: 38 characters max (w/ spaces)
- Ad Copy: 100 characters max (w/ spaces)
- CTA: 15 characters max (w/ spaces)
- Image: 120 max width x 90 max height
- Click-tracking URL

Assets & Lead Time

Submit all assets 3-4 business days prior to scheduled launch

DZone site-served

- Creative files (.gif, .jpg, .jpeg, .png)
- Click URL or Click Tracker
- 1x1 Impressions Tracker (optional)

3rd party-served

- Third-party served tags