

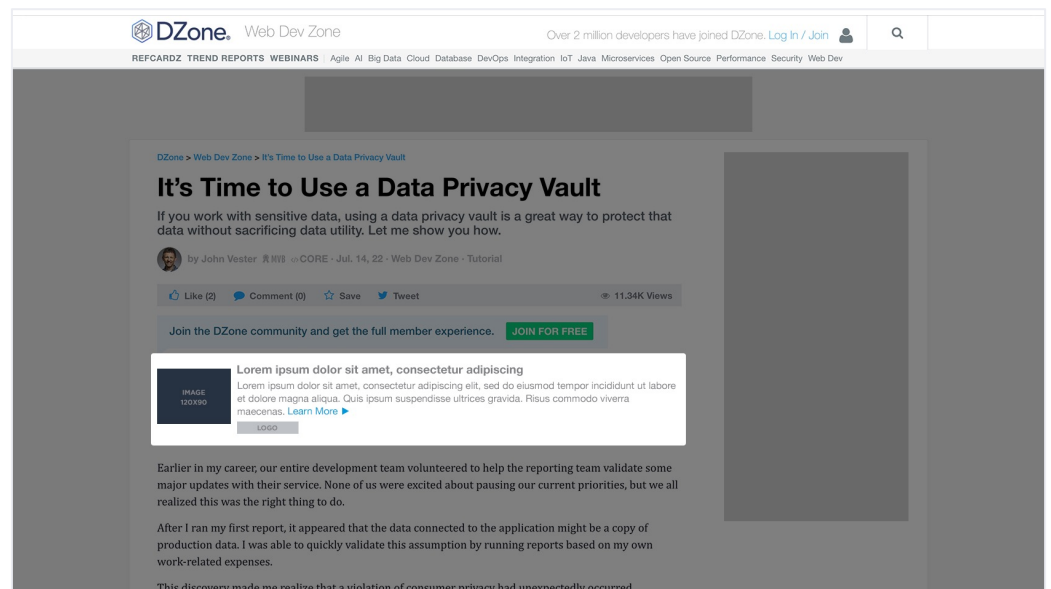
Display

Standard Display/ Banners

- Ad sizes: 970x90, 728x90, 300x600, 300x250, 320x50 mobile
- Maximum of two sets of creative
- IAB Standard Specs

Native Ad

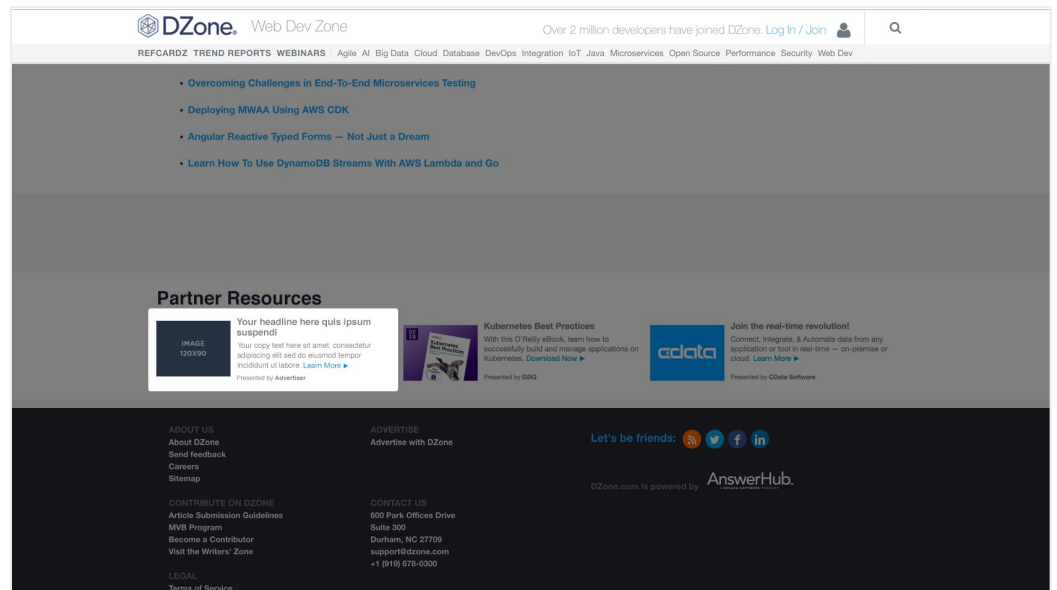
- Image: 120 max width x 90 max height
- Logo: Unstacked/ horizontal version recommended. Must be on a transparent background. Logo will automatically resize down to 100px width
- Accepted formats: PNG or EPS.
- Headline: 50 characters (with spaces)
- Text: 200 characters (with spaces)
- CTA: 15 characters max (with spaces)
- Click URL/tracker
- Maximum 5 sets of creative



Display

Partner Resources

- Size: 120 max width x 90 max height
- Headline: 38 characters (with spaces)
- Text: 100 characters (with spaces)
- CTA: 15 characters max (with spaces)
- Click URL/tracker
- Maximum 3 sets of creative



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