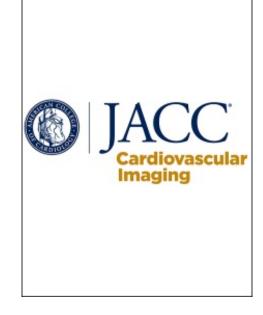
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Overview

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Audience

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Editor-in-Chief

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Digital Specs

Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 КВ
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).



POSITION	AD		SIZE (PIXELS)
Тор	Leade	erboard	728 x 90
Middle	ddle MPU		300 x 250
FORMATS		jpeg, png, ş	;if, (static image only)
TRACKING PIXELS		No	
MAX FILE SIZE		200 KB	

IP Email			
POSITION	AD	SIZE (PIXELS)	
Тор	Leaderboard	728 x 90	
Side	Skyscraper	160 x 600	
Middle	MPU	300 x 250	
FORMATS	jpeg, png,	, gif, (static image only)	
TRACKING PIXE	ELS No	No	
MAX FILE SIZE	200 KB	200 KB	
pimation and a	expandable banners una	vailable	

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