Required Website Ad Specs

AD TYPE	DESKTOP	MOBILE
HEADER DISPLAY	970 x 250	320 x 100
FOOTER AD	300 x 100	300 x 100
POWERED BY LOGO	250 x 250	200 x 200
POWERED BY BANNER	728 x 90	300 x 50
SIDEBAR AD	300 x 250 728 X 90	300 x 50

Required Newsletter Ad Specs

AD TYPE	SIZE
TOP AND MIDDLE BANNER	616 x 110
BOX AD	300 x 250

ACCEPTABLE FILE FORMATS:

JPEG • PNG • GIF

BORDER:
All online ads with a white background must feature a 1pt border
within the ad size limitations

ALL FILES MUST BE WEB OPTIMIZED:
Ad file needs to be under 150KB

URL PATH:
Must provide URL path at the time of submitting creative

ART DEADLINES

Website ad deadline: 12:00 PM (noon), 5 business days
prior to launch date.

Newsletter ad deadline: one week prior to
launch date.

Holiday deadlines may vary