



EccaNova



MEDIA SPECIFICATIONS

Ad Exchanges/Programmatic Display

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1. IMAGE AD SPECS

Formats: GIF, JPG, PNG

Max. File Size: 150KB

*If the ads are related to social issues, elections or politics, the images must include a readable "paid for by" disclaimer box.

***Animated Ads (GIF):**

- Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
- Animated GIF ads must be slower than 5 FPS

The following is **not** allowed:

- Images that are sideways, upside down, or that don't take up the entire space of the chosen image size
- Images that are blurry, unclear, unrecognizable, or contain illegible text
- Image ads can't contain images that resemble site warnings or error messages
- Images can't appear to be more than one ad

2. AD SIZES

SQUARE AND RECTANGLE	
Ad Size	Type
200 x 200	Small Square
240 x 400	Vertical Rectangle
250 x 250	Square
250 x 360	Triple Widescreen
300 x 250	Inline Rectangle
336 x 280	Large Rectangle
580 x 400	Netboard

SKYSCRAPER	
Ad Size	Type
120 x 600	Skyscraper
160 x 600	Wide Skyscraper
300 x 600	Half-Page Ad
300 x 1050	Portrait

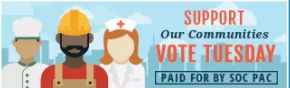



LEADERBOARD	
Ad Size	Type
468 x 60	Banner
728 x 90	Leaderboard
930 x 180	Top Banner
970 x 90	Large Leaderboard
970 x 250	Billboard
980 x 120	Panorama

MOBILE	
Ad Size	Type
300 x 50	Mobile Banner
320 x 50	Mobile Banner
320 x 100	Large Mobile Banner



3. AD SIZE EXAMPLES

AD EXCHANGES, PROGRAMMATIC | DISPLAY AD Specifications

Desktop, Mobile, Tablet AD SIZES			Mobile, Tablet Only AD SIZES	
 <p>200 X 200</p>	 <p>250 X 250</p>	 <p>300 X 250</p>	 <p>320 x 100</p>	 <p>320 x 50</p>
Desktop Only AD SIZES				
 <p>300 x 600</p>	 <p>160 x 600</p>	<p>970 X 90</p> 	<p>728 X 90</p> 	
		<p>468 X 60</p> 	<p>336 X 280</p> 	
			<p>FILE TYPES Format: GIF, JPG, PNG Max Size: 150K</p> <p>*If the ads are related to social issues, elections or politics, the images must include a readable "paid for by" disclaimer box.</p>	