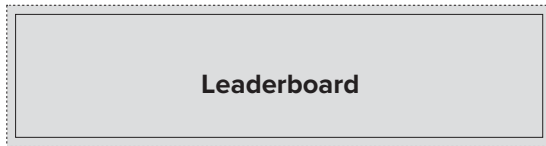


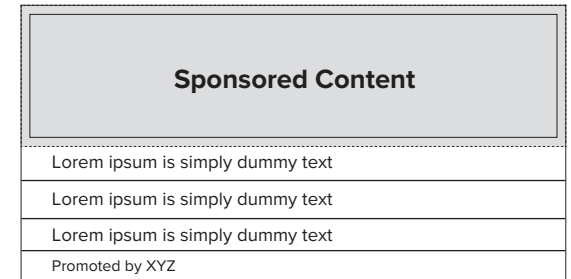
Newsletter Ad Specs



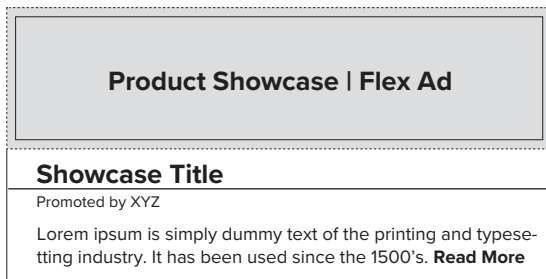
- **Image Dimensions:** 580 x 150 px
- **File:** JPEG | 40 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)



- **Image Dimensions:** 580 x 300 px
- **File:** JPEG | 40 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)



- **Image Dimensions:** 580 x 150 px
- **File:** JPEG | 40 KB max | 72 dpi
- **Image URL:** Image URL to client's website
- Four (4) clickthrough links (5-7 words max)



- **Image Dimensions:** 580 x 150 px
- **File:** JPEG | 40 KB max | 72 dpi
- 5-word headline | 50-word description
- **Clickthrough Link:** One standard URL (HTTPS)



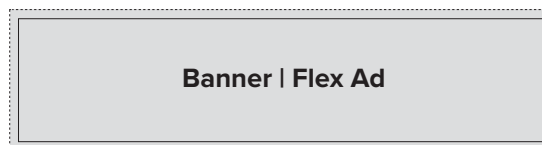
- **Image Dimensions:** 580 x 150 px
- **File:** JPEG (No white background) | 40 KB max | 72 dpi
- 5-word headline | 50-word description
- **Clickthrough Link:** One standard URL linking to video



- **File:** JPEG | 40 KB max | 72 dpi
- 5-word headline | 75-word content text
- **Clickthrough Link:** One standard URL linking to an article on the client's website



- **Image Dimensions:** 300 x 250 px
- **File:** JPEG | 40 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)



- **Image Dimensions:** 580 x 150 px
- **File:** JPEG | 40 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)

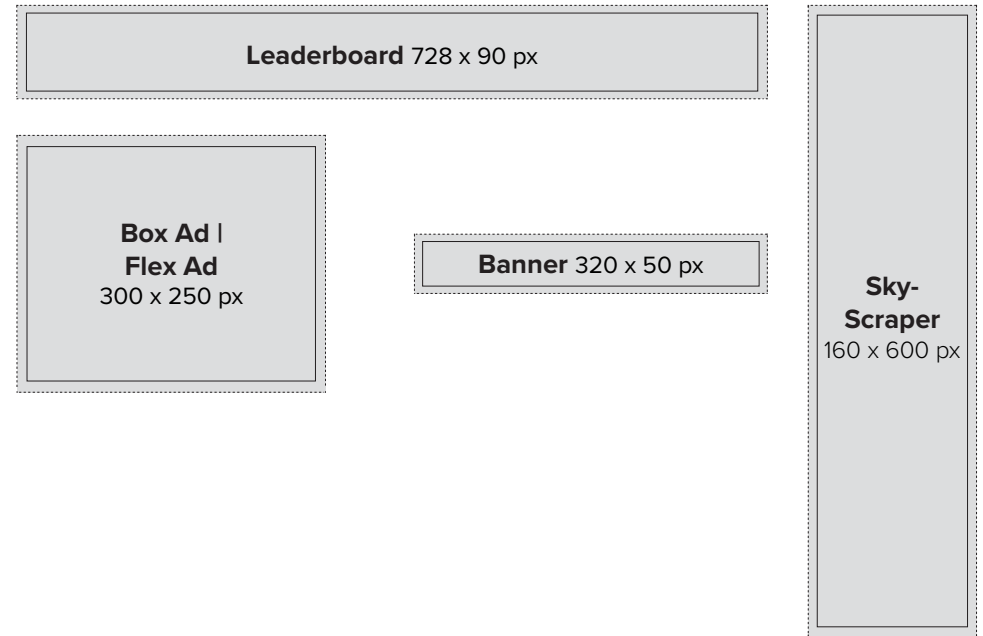


- 5-word title | 20-word description
- **Clickthrough Link:** One standard URL (HTTPS)
- The Sponsored News is limited to 3 companies per brief, and will be located directly above the footer of the brief.

Programmatic Ad Specs

Programmatic Display Campaign

- **Image Dimensions:** 320 x 50 px, 728 x 90 px, 300 x 250 px, 160 x 600 px
- **File:** JPEG, GIF, PNG | 150 KB max | 72 dpi
- **Clickthrough Link:** One standard URL (HTTPS)
- All 4 sizes are required to run this campaign



Programmatic Video Campaign

- **Video Dimensions:** 4K, 1920 x 1080 px, or 1280 x 720 px (Aspect Ratio: 16:9)
- **File:** High quality MP4 video (.mp4 h.264)
- **Audio Bitrate:** 128 kbps or higher audio format (WAV or .AIFF Video Bitrate: 2.0 Mbps or higher)
- **Video Length Required:** 15 & 30 second clips (2 separate videos required)
- Videos should be under 10 Mbps to ensure quick loading and good quality

