

CQ-ROLL CALL GROUP ONLINE AD SPECIFICATIONS.

DELIVERY INFO

- E-mail Christina Chao at christinachao@cqrollcall.com to confirm submission.
- Provide creative 2 business days prior to start date.
- For deadline extensions, please contact your sales rep or e-mail advertise@cqrollcall.com.

FOR ALL DIGITAL FILES

- Creative type: swf, gif, jpg, or 3rd party
- Max animation length: 2 minutes
- Graphic looping: 30 seconds, 4 loops
- Frames per second: 60

FLASH INFO

- Flash version: 6.0 or newer
- Flash backup file: gif or jpg required
- Audio activation: click to initiate
- Flash click tag requirement (click TAG is case sensitive):

```
on (release) {
  getURL (clickTAG, "_blank");
}
```

E-NEWSLETTERS

Creative type: gif or jpg only

SPECIALTY PLACEMENTS

TEXT E-MAIL ALERTS

- RollCall.com
- Six lines and/or 425 characters with URL

PRE-ROLL

- RollCall.com or CQPolitics
- 728x480, 15 seconds, .div or .mov accepted

CQ.COM			100K MAX FILE SIZE
AD SIZE	EXPANSION NOT AVAILABLE		
728x90	n/a		
300x600	n/a		
300x250	n/a		
160x600	n/a		
120x600	n/a		
215x34 (mobile)	n/a		
88x31 (search)	n/a		
CQ POLITICS			100K MAX FILE SIZE
AD SIZE	EXPANSION NOTES	EXPANDED SIZE	EXPANDING DIRECTION
728x90	Click or rollover	728x180	Down
300x600	Click or rollover	600x600	Left
300x250	Click or rollover	600x250	Left and Right
215x34 (mobile)	n/a	n/a	n/a
640x480(interstitial)	n/a	n/a	n/a
POLITICAL WIRE			100K MAX FILE SIZE
AD SIZE	EXPANSION NOTES	EXPANDED SIZE	EXPANDING DIRECTION
728x90	Click or rollover	728x180	Down
300x600	Click or rollover	600x600	Left
300x250	Click or rollover	600x250	Left and Right
180x150	n/a	n/a	n/a
ROLLCALL.COM			40K MAX FILE SIZE
AD SIZE	EXPANSION NOTES	EXPANDABLE SIZE	EXPANDING DIRECTION
728x90	Click or rollover	728x180	Down
336x280	Click or rollover	600x280	Left
468x60	n/a	n/a	n/a
100x75	n/a	n/a	n/a
88x31	n/a	n/a	n/a
310x65 (mobile)	n/a	n/a	n/a
970x700(interstitial)	n/a	n/a	n/a
CONGRESS.ORG			40K MAX FILE SIZE
AD SIZE	EXPANSION NOTES	EXPANDABLE SIZE	EXPANDING DIRECTION
728x90	Click or rollover	728x180	Down
336x280	Click or rollover	600x280	Left
970x700(interstitial)	n/a	n/a	n/a