

Patch Ad Specifications

Desktop

FILE FORMATS					FILE SIZE					
Ad Unit	Dimension	Expanded Dimension	Accepted Formats	Rich Media	Max Load Size	Polite Load Size	Max Video & Animation Frame Rate	Max Animation Length	Z Index Range	Other Requirements
Medium Rectangle	300x250	600x250	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Leaderboard	728x90	728x315	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Filmstrip	300x600	600x600	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Portrait	300x1050	N/A	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Billboard	970x250	N/A	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Sponsored Patch Logo	465x90	N/A	.gif, .png, .jpeg	No	40KB	75KB	N/A	N/A	0-4,999	Ad unit is site served. No animation.

Mobile

FILE FORMATS					FILE SIZE					
Ad Unit	Dimension	Expanded Dimension	Accepted Formats	Rich Media	Max Load Size	Polite Load Size	Max Video & Animation Frame Rate	Max Animation Length	Z Index Range	Other Requirements
Mobile Leaderboard	320x50	N/A	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
Medium Rectangle	300x250	N/A	.gif, .png, .jpeg, flash, HTML5, Approved 3rd party vendors	Yes	40KB	75KB	24 fps	15-sec	0-4,999	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.

Newsletter

FILE FORMATS					FILE SIZE					
Ad Unit	Dimension	Expanded Dimension	Accepted Formats	Rich Media	Max Load Size	Polite Load Size	Max Video & Animation Frame Rate	Max Animation Length	Z Index Range	Other Requirements
Medium Rectangle	300x250	N/A	.gif, .png, .jpeg	No	40KB	75KB	N/A	N/A	0-4,999	Ad unit is site served. No animation.
Leaderboard	728x90	N/A	.gif, .png, .jpeg	No	40KB	75KB	N/A	N/A	0-4,999	Ad unit is site served. No animation.

Video

Dimension	Rich Media	Max Initial Load Size	Total File Size (Initial and Polite)	Aspect Ratio	Video File Size	Other Requirements
300x250	No	50k	75KB	16:9 & 4:3	2.5MB/hi bw	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
300x600	No	50k	75KB	16:9 & 4:3	2.5MB/hi bw	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.
300x1050	No	50k	75KB	16:9 & 4:3	2.5MB/hi bw	Ad must contain 1 pixel border to distinguish it from site content. If contains audio or video, it must be user initiated.

Additional Requirements:

- Please allow 3 business day lead time when submitting creatives.
- Expandables and non-industry standard rich media or 3rd party vendors must be tested prior to campaign launch.
- Only up to 10% AV impressions will be allotted to verification or recruitment surveys.
- All ad animation must be user initiated. Auto-play will not be accepted.
- Please allow 3 weeks lead time for all skins as this requires development work and additional turn around time.