

WEBSITE AD SPECIFICATIONS

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	NUMBER OF ADS PER PLACEMENT	ANIMATION	URL
BILLBOARD	Web: 1060x596	Up to 150kb	Animated.gif, .gif, .jpg, .png	Up to 3 with Unique URL	Yes - 3 loops, 15 seconds Max	Website Link
SUPER LEADERBOARD	Web: 970x250, 600x250 Mobile: 300x250		Animated.gif, .gif, .jpg, .png, html5			

Use [HTML5 Validator](#) to check for errors in your code when submitting files. If the ad works in HTML5 Validator and is 150 KB or less, it should be accepted for use in Google Ad Manager.

[HTML5 guidelines for Ad Manager](#)

[Limitations of HTML5 creatives in Ad Manager](#)

E-NEWS AD SPECIFICATIONS (BANNER)

E-NEWS AD	DIMENSIONS	FILE SIZE	FILE FORMAT	ANIMATION	URL
BANNER (1, 2, 3, AND 4)	300 x 250	Up to 80kb	.jpg, .png, .gif	No	Website Link

TECHNICAL QUESTIONS? CONTACT:

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