

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:

ERIKA REISE
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(608) 467-1089
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We strongly advise providing files for all ad sizes. Doing so will ensure that your ad can be placed on sites throughout the web. Providing only some of the sizes below will reduce the amount of impressions your retargeting campaign may receive.

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	LINKS
INLINE RECTANGLE	300x250	Up to 150kb	Image formats: .jpg, .png 3rd-party creative not accepted	High	Image must be clickable and lead to article/post
LEADERBOARD	728X90				
MOBILE BANNER	320x50 320x100				
WIDE SKYSCRAPER	160x600				
HALF-PAGE	300x600				
LARGE RECTANGLE	336x280				
SQUARE	250x250				
LARGE LEADERBOARD	970x90				

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