



Large Screen Sizes						Small Screen Sizes			File Type	OTHER REQUIREMENTS	*AD TAGS ACCEPTED ?	1x1 TRACKER ACCEPTED ?	CREATIVE 1ST PROOF TURNAROUND (BUSINESS DAYS)
CREATIVE TYPE	PURCHASE TYPE	PLACEMENT	WIDTH	HEIGHT	MAX FILE WEIGHT	WIDTH	HEIGHT	MAX FILE WEIGHT					
Standard Ad Unit Bundle (All creatives included in standard ad buy to ensure delivery)													
Rising Star/Billboard	Programmatic & Local	ROS	970	250	1 MB	320	50	1 MB	jpg, gif, png, html5	1x1 pixel border	Y	Y	1
Big Ad/Large Rectangle	Programmatic & Local	ROS	300	250	1 MB	300	250	1 MB	jpg, gif, png, html5	1x1 pixel border	Y	Y	1
Leaderboard	Programmatic & Local	ROS	728	90	1 MB	320	50	1 MB	jpg, gif, png, html5	1x1 pixel border	Y	Y	1
High Impact Ad Units													
Native	Programmatic & Local	ROS	16:9 image ratio Max. 800x450		1 MB				image file	Client provided image (72 dpi, photo only) + 75 max char headline + 200 max char summary	N	Y	
Reveal	Local	ROS	1920	350	1 MB	800	250	1 MB	jpg, gif, png	Static only	N	Y	1
Mobile App Interstitial	Local	ROS on articles	768	1024	1 MB	320	480	1 MB	jpg, gif, png	Static only	N	Y	1
			1024	768	1 MB	480	320	1 MB					
Video Ad Units													
Video Pre-Roll	Programmatic & Local	ROS on articles	Digital Video file	:15-:30 sec		Digital Video file		512 MB	mp4	Plays before content. Sound is user-initiated	Y -VAST	Y	
In-View Video	Programmatic & Local	ROS on articles	Digital Video file	:15-:30 sec		Digital Video file		512 MB	mp4	Video only (no content). Sound is user-initiated	Y - VAST	Y	
Qikvid In-Banner**	Local	ROS	970	250	1 MB	300	250	1 MB	static image: jpg or png	Hi-res logo, script, video+static image. :15 - :30 sec	N	Y	5
			1920	350	1 MB	800	250	1 MB					
Email													
E-newsletter Sponsor	(2) Programmatic & (2) Local	E-mail	970	250	1 MB				jpg, gif, png	Static only; 1x1 pixel border	Y	Y	1
E-mail Blast (preferred size)	Local	E-mail	725	600	300 MB	Client provided creative files, images, url			responsive html		N	N	1
E-mail Blast (max size)	Local	E-mail	725	1200	300 MB								
Emails can be variable sizes, but may not exceed the max width/height													
Additional Creative Info													
HTML5 Ads	Standard Ad Units									.html file w/ clicktag embedded	Y	Y	1
Animation	.gifs									18 frames/second & max 2 loops	Y	Y	
Qikvid In-banner	970x250 – static image size is 525x250, leave 445x250 on left or right for video overlay												
	300x250 – static image size is 300x80, leave 300x170 on top or bottom for video overlay												
	1920x350 - static image size is 1345x350, leave 575x350 to the right for video to overlay												
	800x250 - static image only												
Ad Tag QA	*Testing required for all 3rd party tags. We do not guarantee usability or reporting accuracy.											3	
Creative Rush Jobs												4 business hours	