

ONLINE ADVERTISING SPECIFICATIONS

RUN-OF-SITE ADVERTISING SIZES:

Leaderboard (728 x 90)
Jumbo Box (300 x 250)
SkyScraper (160 x 600)
Double Skyscraper (300 x 600)

MOBILE ADVERTISING SIZES:

Banner (300x50)
Jumbo Box (300x250)
Following second paragraph and a second box at the end of an article.

NEWSLETTER ADVERTISING SIZES:

Banner (468 x 60)
SkyScraper (160 x 600)
Text Ad – logo (150 x 150) + 50 words or less of copy including headline and call to action.

ACCEPTED AD FORMATS

Newsletter & Website
.jpg, .gif or .png
Images can be animated. However, some email clients won't show them as animated. Since some won't animate, it's vital that the first frame have the important information, as this may be all that displays.
NO videos
All ads should be saved in RGB format
All ads may include an alternate text description

Website Only

HTML/JavaScript (DHTML)/Flash (URL Embedded)
Locally hosted on ad servers, these HTML and Javascript ads can consist of text, images, and/or pull-down menus formats

FILE SIZES:

Files sizes of 40 kb or less at 72 dpi for static ads
80 kb or less for rich media & flash files

ARTICLE PAGES

All Titles



BLOG PAGES

All Titles



NEWSLETTERS

All Titles



RICH MEDIA – WEBSITE ONLY

Expandable/retractable ads available – user initiated
Location: 728 x 90 expands to 728 x 315
300 x 250 (upper right) expands to 600 x 250
160 x 600 expands to 300 x 600
Video formats: .mp4 or .wmv - 4:3 aspect ratio
Video max size: 2 GB or smaller
Video length: 10 seconds – Pre-roll and auto play 15 seconds for click to play

APPS

Material Sizes Needed: Small bottom strip 320 x 40 and a 320 x 460
Material Format: JPEG files
Click-through URL for each ad
Scrolling ad – multiple JPEG files would be required

MATERIAL SUBMISSION:

Send all ads to lmathews@ogdenpubs.com
Within the email please note: company name, contact name, phone number, website it will be running on and expected start date. Please include the click-through URL you would like your ads directed to.
ALL MATERIAL MUST BE SENT AS AN ATTACHMENT

Ogden follows IAB Rich Media creative guidelines:

<https://www.iab.com/guidelines/iab-display-advertising-guidelines/>