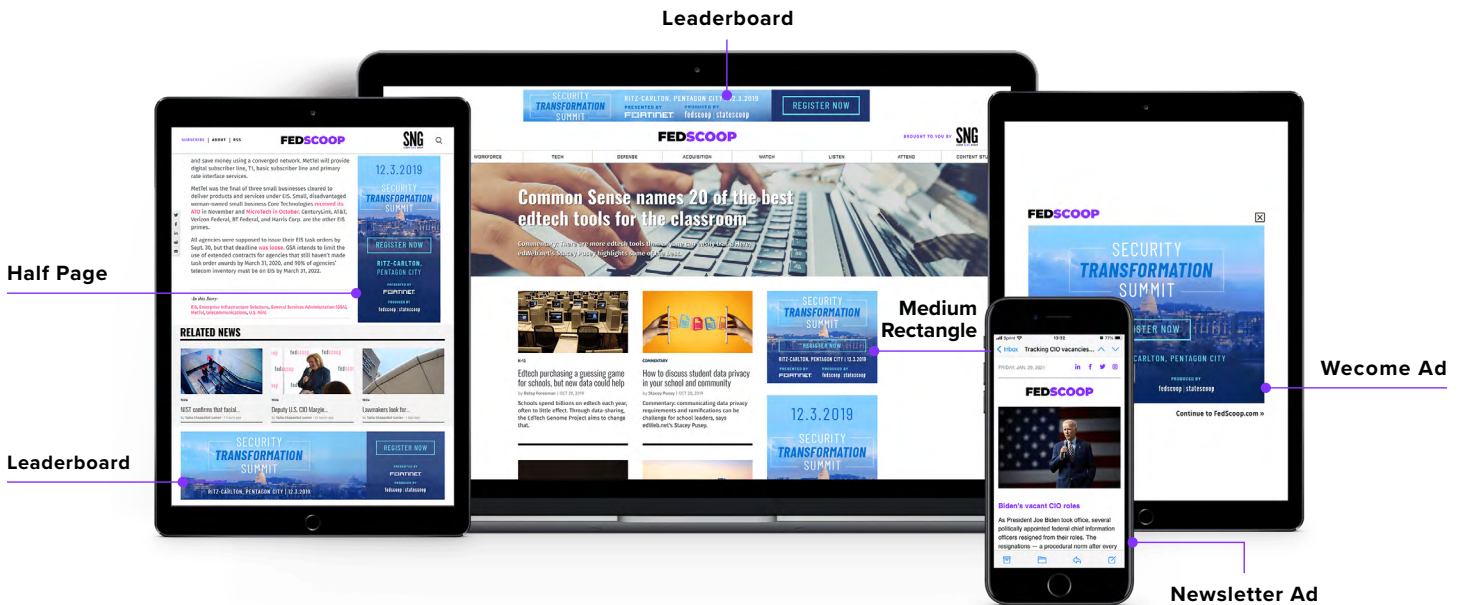


DIGITAL ADVERTISING SPECIFICATIONS



WEBSITE ADVERTISING

DISPLAY ADVERTISING

Leaderboard: 728x90 or 970x90 or 970x250
Half Page: 300x600
Medium Rectangle: 300x250

HOMEPAGE TAKEOVER

Leaderboard: 728x90 or 970x90 or 970x250
Half Page: 300x600
Medium Rectangle: 300x250

WELCOME AD

Website: 640x480
Mobile: 300x250

NEWSLETTER ADVERTISING

TEXT-BASED DIGITAL NEWSLETTER

Max Characters: 550 (including spaces)
Format: Headline. Body. Call-to-Action.
URL: Client to provide URL that will link to the Call-to-Action

DISPLAY FORMATS

Creative: GIF, JPG, PNG, HTML5
Max File Size: 1MB
Max Animation Time: 30 seconds

Audio: No

Border: Creatives with partially black or white backgrounds must have a visible border of a contrasting color

Rich Media Accepted: No

All creative must be accepted and tested prior to going live