

	Ad Unit	Leaderboard	Medium Rectangle	Half Page	Billboard	Mobile Banner	Interstitial	Pre-Roll	Newsletter & Apple News Leaderboard	Newsletter & Apple News Medium Rectangle	Newsletter Billboard	WrapWomen Newsletter Banner	Left Skin	Right Skin
STANDARD SPECS	Dimensions	728x90	300x250	300x600	970x250	320x50	1600x1000 (desktop), 320x480 (mobile)	16:9	728x90	300x250	970x250	600x111	460x1080 w/ 140x720 safe area	460x1080 w/ 140x720 safe area
	Accepted File Types	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image or 3rd Party Tag	Static Image	VAST Tag (hosting an MP4 HTML5 File)	Static Image	Static Image	Static Image	Static Image	Static Image	Static Image
	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site or 3rd Party Served	Site Served	3rd Party Served	Site Served	Site Served	Site Served	Site Served	Site Served	Site Served
	Static File Size / Initial Load	150k	150k	200k	250k	50k	350k (desktop) 200k (mobile)	N/A	150k	150k	250k	150k	350k	350k
	Subload	300k	300k	400k	500k	100k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
RICH MEDIA	Animation Time	15 seconds	15 seconds	15 seconds	15 seconds	15 seconds	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Looping	Unlimited within 15 seconds	Unlimited within 15 seconds	Unlimited within 15 seconds	Unlimited within 15 seconds	Unlimited within 15 seconds	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	FPS	24	24	24	24	24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Expansion Size	N/A	N/A	600x600	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Expansion Direction	N/A	N/A	Left	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
VIDEO	Play	Auto-play	Auto-play	Auto-play	Auto-play	User-initiated by tap	N/A	Auto-play	N/A	N/A	N/A	N/A	N/A	N/A
	Sound	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by click	User-initiated by tap	N/A	User-initiated by click	N/A	N/A	N/A	N/A	N/A	N/A
	Length	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Auto: 15s User-initiated: Unlimited	Unlimited (user-initiated only)	N/A	15 or 30 seconds	N/A	N/A	N/A	N/A	N/A	N/A
	File Size	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Auto: 1.1MB User-initiated: Unlimited	Unlimited (user-initiated only)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Buttons	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	Play / Pause / Mute	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

### General Advertising Requirements:

- All creatives with a black/dark background must have a white border. All creatives with a white/light background must have a black border. (Does not apply to skins or custom units.)
- All tags and assets are due 5 business days prior to launch.
- Max of 2 creative rotations for daily sponsorships. Max of 2 creative rotations per week for weekly sponsorships and rotational placements. Max of 1 creative set per day for newsletter placements.
- Max of 2 tracking pixels per creative (does not apply to newsletters). TheWrap does not accept blocking tags.

### Additional Resources:

- [Skin PSD template](#)
- [Custom e-blast one-sheet](#)