

DIGITAL SPECIFICATIONS

File Formats: .jpg, .gif, .png

File Size: Maximum 40k

Resolution: 72 dpi (dots per inch)

Animation: Maximum 10 seconds

DIGITAL DISPLAY DIMENSIONS

Description	Dimensions - W x H (pixels)
Rectangle (Pop Up, Interstitial, Run of Site)	300 x 250
Half-Page Banner	300 x 600
Leaderboard	728 x 90
Sponsored Edition (preformatted)	600 x 1,500 maximum

**SPONSORED CONTENT
AND E-NEWSLETTER FORMATTING**

Text File Formats	.doc, .txt
Image Format	.jpg, .png
Image Resolution	72 dpi
Video Format	.mp4

**SPONSORED CONTENT
AND E-NEWSLETTER DIMENSIONS**

Description	Words	Images	Width	Height	Video Minutes
Sponsored Facebook Post	50	1	504	504	5
Sponsored e-Newsletter Story	35	1	300	200	5
Sponsored Web Story	350	12	640	360	5
Medium Rectangle			300	250	



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