

# Technical Specifications

## Digital Advertisements

### File Requirements

#### Static

- File Format: jpg/jpeg, png, or gif
- Maximum File Size: 200KB

#### Animated

- File Format: gif
- Maximum File Size: 200KB

#### Flash

- File Format: swf (clicktag embedded)
- Maximum File Size: 200KB

#### HTML5

- File Format: xls or zip file
- Maximum File Size: 200KB
- xls file must contain third-party JavaScript tags.
- Zip file must contain developed code with clicktag and appropriate code to launch destination path.
- Mediaplanet does not build HTML5 ads.

#### Text Ad

- Maximum: 140 characters (including spaces)

### Ad Submission

#### URL

Each digital ad requires a landing-page URL.

#### Tracking Pixels

Must be built/embedded by client into code/tags or appended to landing-page URL.

#### Upload Ads

Submit finalized creative online via [mediaplanet.sendmyad.com](http://mediaplanet.sendmyad.com)

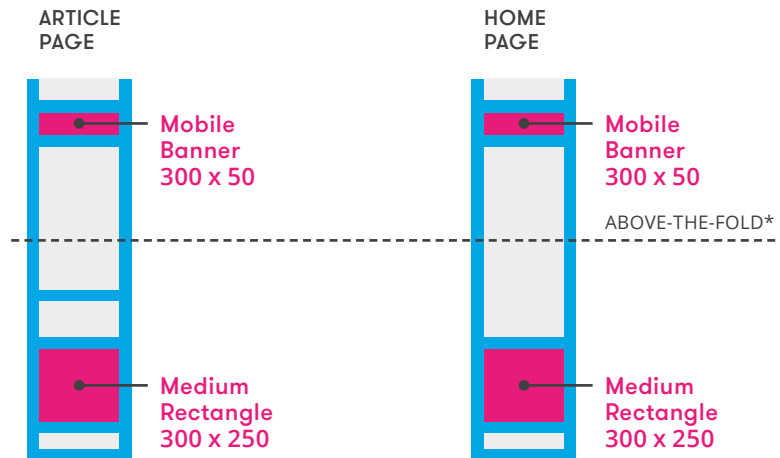
#### Creative Services

Available at an additional cost. Must be purchased 2+ weeks before creative deadline.

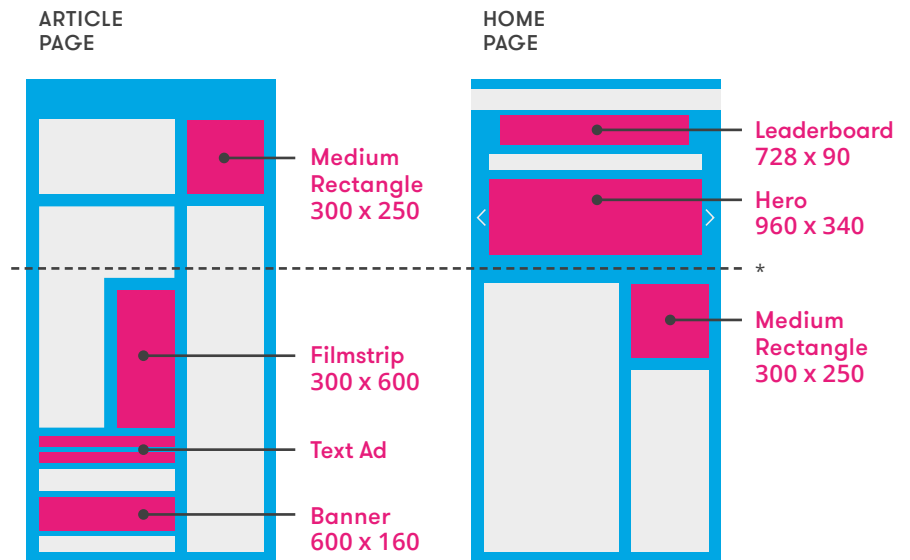
### Proofing Policy

After you submit, you will be able to see soft proofs. You may also download a receipt. An emailed receipt will go to the contact on file. If there are any issues regarding your digital creative, we will contact you using the information provided upon submission.

### Mobile Ad Units



### Desktop Ad Units



**Note:** All dimensions listed as width by height in pixels. All ads must be compatible with [Google DoubleClick for Publishers](https://www.google.com/ads/publisher/).