

ONLINE AD SPECS

DIGITAL AD UNITS

IAB Standard – Please provide a click-through URL for all ads.

Ad Unit	Dimensions (72 dpi)	Total File Size	File Type	Ad Format	Materials Due
Large Leaderboard	970x90	40KB-200KB	GIF, JPG, PNG, HTML5*	<u>IAB</u> <u>Standard</u>	5 business days
Responsive Leaderboard	728x90, 468x60, and 320x50 (<i>Please provide all 3 sizes</i>)	40KB-200KB	GIF, JPG, PNG, HTML5*	<u>IAB</u> <u>Standard</u>	5 business days
Medium Rectangle	300x250	40KB-200KB	GIF, JPG, PNG, HTML5*	<u>IAB</u> <u>Standard</u>	5 business days
Half Page	300x600	40KB-200KB	GIF, JPG, PNG, HTML5*	<u>IAB</u> <u>Standard</u>	5 business days
Floating Popup Ad on Homepage	600x500	40KB-200KB	GIF, JPG, PNG,	<u>IAB</u> <u>Standard</u>	10 business

Only			HTML5*		days
Ad Pushdown	970x90 expands down to 970x415	40KB-200KB	GIF, JPG, PNG, HTML5*	<u>IAB Standard</u>	10 business days

Please see the [IAB Display Advertising Guidelines](#) for detailed specifications. Ad sizes greater than 100KB to 200KB will be either resized or rejected. All ads are served through Google DoubleClick for Publishers. Most third party tags are also accepted and will be tested. Some HTML5 ads can be tested and served but not guaranteed, and are best provided as third-party creative ad tags served from [Google DoubleClick Studio + Creative Solutions](#) or other third-party provider.

The **Responsive Leaderboard** will resize responsively based on browser size. Please provide all three sizes for this ad unit: 728x90, 468x60, and 320x50. Large browser windows will display a 728x90, tablets will typically display a 468x60, and a mobile devices will display the 320x50 ad size.

The **Floating Ad Popup** will be created by HTML5. Please provide assets as GIF, JPG, or PNG in 600x500 ad size and a Youtube Video ID if desired. A demo page will be provided before the ad campaign begins.

The **Ad Pushdown** will be created in HTML5. Please provide a GIF, JPG, or PNG in both the 970x90 and 970x415 ad sizes. A sample test page will be provided before the ad campaign begins. The Ad Pushdown serves on the homepage ONLY with a maximum of 3 impressions per user, per day.

*HTML5 Ads – HTML5 ads are in beta and can be tested before serving. We accept HTML5

creative bundles (.zip file) created from Adobe Edge, Google Web Designer and Tumult Hype. Other HTML5 creative types could fail or create unexpected problems with the creative. We recommend to carefully inspect all creatives (Edge, Hype, GWD or otherwise) before submitting. Make sure that your creative .ZIP bundle doesn't contain unsupported assets (e.g. SVG, WebFonts, video files), as the unsupported assets will be discarded and the uploaded creative might have rendering issues. We also accept most third-party ad tags served from [Google DoubleClick Studio + Creative Solutions](#) or other third-party providers. See <http://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/> for additional designer guidelines.

****Flash Ads** – Flash ads are no longer supported or uploaded effective January 2, 2017.

Placement	Initial Load / File Size	Total File Size (including Initial and Polite Load)	Max # of Loops	Max Animation Per Loop	Materials Due
Medium Rectangle	40KB	100KB	3 loops	15 seconds	5 business days
Leaderboard	40KB	100KB	3 loops	15 seconds	5 business days
Half Page	40KB	100KB	3 loops	15 seconds	5 business days

In-Banner Video – Submit as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required (must be user initiated and polite download). These can also be created in HTML5 with provided Youtube or .mp4 video. Contact polo@keeperofthebrand.com for more information.

Placement	Dimensions	Full Size	Max Bits Per Second	Max Video Movie Length	Materials Due
Medium Rectangle	300x250	1.2MB	550 kbps	30 seconds	10 business days
Leaderboard	728x90	1.2MB	550 kbps	30 seconds	10 business days
Half Page	300x600	1.2MB	550 kbps	30 seconds	10 business days

Video	Video Size	Length	File Type	File Size	Materials Due
Video Pre-Roll – Plays once before most videos on site.	1920x1080 or 1280x720	15 seconds recommended to 30 seconds maximum.	.mp4	<30MB	5 business days

E-Newsletter Ads – Served by Bethage Polo at the Park only. No third party tags. No animation. Please provide headline, URL, and approx 50 words copy for Promo Edit.

Placement	Dimensions	Ad Format	File Type	Placement/	Materials
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				Position on page	Due
<u>Top Leaderboard</u>	728x90	<u>IAB Standard</u>	GIF, JPG	Above the fold	5 business days
<u>Bottom Rail</u>	728x90	<u>IAB Standard</u>	GIF, JPG	Below the fold	5 business days
<u>Promo Edit</u>	650x488	<u>IAB Standard</u>	GIF, JPG	Below the fold	5 business days

Dedicated by E-Blast – Served by Bethpage Polo at the Park only. No third party tags. No animation. Please also provide URL and subject line.

Placement	Dimensions	Ad Format	File Type	Placement/ Position on page	Materials Due
"Spotlight" E-Blast	700xNo Height Restriction	<u>IAB Standard</u>	GIF, JPG	Above the fold	5 business days