

Traditional Display Ad Units

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
Mobile Unit	320x50	Image or 3rd-party tag	100KB max	None	No
Skins (x2)	120x1050	JPEG or PNG file	100KB max (each)	No animation	No
Medium Rectangle	300x250	Image or 3rd-party tag	200KB max	None	Yes
Half Page	300x600	Image or 3rd-party tag	200KB max	None	Yes
Leaderboard	728x90	Image or 3rd-party tag	200KB max	None	Yes
Billboard	970x90 or 970x250	Image or 3rd-party tag	200KB max	None	Yes

e-Newsletters

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
e-Newsletter	300x250	JPEG or PNG file. Includes 20-25 words and URL	100KB max	No animation	No
e-Blast	450x540	JPG file and best contact(s) to receive test, 20-25 words and URL	N/A	No animation	No

Video

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	NOTES
In-Banner	300x250	3rd-party only; No streaming	200KB initial load; 1.1MB additional	User-initiated sound	Site-serving; design up-charge
In-Article	1280x720 (16:9 aspect ratio) expands to frame	mp4 or VAST tags (SSL only)	20MB max	15 or 30 seconds	24 FPS

BREAKDOWN

Ad Submission

Creative can be emailed to your Account Executive and will be sent on to the online marketing department

SPONSORSHIP BENEFITS

Image Files

200KB max file size (.jpg, .png, .gif)

Rich Media

200KB max file size for site-served; 300KB for 3rd-party serving

HTML5 sent as .zip file that can only contain the following elements: .html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

Any creative with additional elements (video, expansion, etc) MUST be served through a 3rd-party ad-server or be subject to additional production fees of \$1,500 per creative and \$1.50 CPM up-charge

clickTag sample:

```
<script type="text/javascript">
var clickTag = "http://www.yourURLhere.com";
</script>
```

Flash no longer accepted

Required Resolution 72 DPI; 24 FPS



Philadelphia Design Services

If you do not have creative for your advertisement, *Philadelphia* magazine can provide design services at an additional cost. For more information and rates, contact your sales representative.

Questions?

Contact **Rachel Drezner** in the Client Services department at rdrezner@phillymag.com or **215-979-6557**.