

Web Banner Advertising Mechanical Specifications

PTOtoday.com Banner Advertising Mechanical Specifications

Leaderboard 728 x 90

Mobile Leaderboard 320 x 50

Medium Rectangle 300 x 250

Maximum File Size: 40K

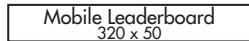
Animation Length

15 seconds. Looping: 3.

File Types Accepted

.gif, .jpg, .png, third-party redirects**

**If you are using third-party redirects, you must provide a log in, or deliver semi-weekly reports.



Ad Details

Please submit the following with your creative:

- Destination URL (the website or web page your ad should link to)
- Please submit up to 6 words of Alternate Text with your ad (even if it's just your company name). If an email user has images turned off, the Alternate Text should appear in its place.

Notes

- No audio accepted.
- We do not accept floating ads, expandable banners, pop ups, pop unders, or roadblocks.
- Banners (728x90, 320x50, 300x250) may not have additional creative that extends beyond the designated banner area.
- Creative is due 2 weeks before campaign launch date.

Leader Lowdown Email Newsletter Advertising Mechanical Specifications

Medium Rectangle 300 x 250

Maximum File Size: 40K

File Types Accepted

.gif, .jpg

* For best functionality across all email providers, we recommend submitting static (or non-animated) banner ads with one frame only.



Topic Page Sponsorship Advertising Mechanical Specifications

Desktop 698 x 90

Mobile 280 x 66

Maximum file size: 40K

File types accepted:

.gif, .jpg, .png (no animations accepted)



Delivery

Please email banner ad creative files directly to webadops@ptotoday.com.

Any Questions? Please contact Shannon Soares at ssoares@ptotoday.com.