PTOTODAY
The School-Family Connection

Web Banner Advertising
Mechanical Specifications

PTOtoday.com Banner
Advertising Mechanical Specifications

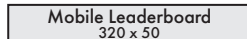|	
Leaderboard	728 x 90
Mobile Leaderboard	320 x 50
Medium Rectangle	300 x 250

Maximum File Size: 150K

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.

PTOtoday.com
Medium
Rectangle
300 x 250

Mobile Leaderboard
320 x 50

PTOtoday.com Leaderboard
728 x 90

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, .png

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

Leader Lowdown
Medium Rectangle
300 x 250

Topic Page Sponsorship
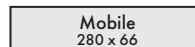### Advertising Mechanical Specifications

Desktop	698 x 90
Mobile	280 x 66

Maximum file size: 40K

File types accepted:
.gif, .jpg, .png (no animations accepted)

Desktop
698 x 90

Mobile
280 x 66

Delivery
Please email banner ad creative files and URL to kbeauchesne@schoolfamilymedia.com and jwilliams@ptotoday.com.