

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

Sponsored Content Block

- Suggested headline and body copy (2-3 short sentences)
- Image: 284x186px, PNG, JPEG, or GIF (if animated, file must be under 2MB and loop forever)
- URL

Sponsor Takeover

- Logo: full-color vector RGB EPS file (dark-mode screen compatibility preferred)
- Suggested headline and body copy (2-3 short sentences)
- Image: 284x186px, PNG, JPEG, or GIF (if animated, file must be under 2MB and loop forever)
- URL

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.