

Digital Advertising 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

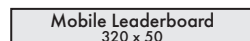
Animation Length

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.



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

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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

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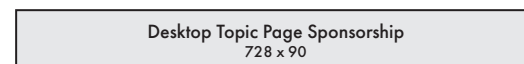
Desktop 728 x 90

Mobile 320 x 50

Maximum file size: 40K

File types accepted:

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



Delivery

Please email banner ad creative files and URL to

kbeauchesne@schoolfamilymedia.com and

jwilliams@ptotoday.com.