



**These online ad specifications apply to:**

- Leaderboards (728x90)
- Super Leaderboards (970x90)
- Billboard (970x250)
- Medium Rectangles (300x250)
- Half Page Rectangles (300x600)

**Patrick Farrell**, Ad Operations Manager  
 1500 Spring Garden Street, Suite 1200  
 Philadelphia, PA 19130  
 215-238-5398 | [pfarrell@napco.com](mailto:pfarrell@napco.com)

**Please note:** The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE, ANIMATED IMAGE
Dimensions	728x90, 970x90, 970x250, 300x250, 300x600,
Max Initial File Size	200 Kb
Max Polite File Size	N/A
Max User initiated File Size	N/A
Animation	15 seconds @ 24 fps, maximum 3 loops, 4 frames
Video/Audio Length	N/A
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)
Other Creative Guidelines	IAB Guidelines for Universal Ad Package (UAP): <a href="http://www.iab.net/guidelines/508676/508767/displayguidelines">http://www.iab.net/guidelines/508676/508767/displayguidelines</a>
Hosting	Publisher Hosted or 3rd Party
	HTML5 - Max Initial File Load Size - 200 KB
	Subsequent Size - 300 KB
	Overall Total Combined Size - 500 KB
Submission Deadlines	Minimum 3 Days Before Flight

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### eNewsletter Display Ads

**These newsletter display ad specifications apply to:**

- Leaderboards (728x90)
- Medium Rectangles (300x250)
- Marquee (970x250) – Ad will dynamically scale down and display as 728x188 in the newsletter

**Please note:** The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE
Dimensions	728x90, 300x250, 970x250
Max Initial File Size	45 Kb
Animation	Maximum 3 loops, 4 frames
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Animated image not recommended
Hosting	Publisher Hosted or 3rd Party
Submission Deadlines	3 Days Before Flight

### Featured Resources

Featured Resources are a form of native advertising available in Newsletters that appears as content in a deployment. A user click will result in that user visiting a click URL you specify. A Featured Resource consists of:

- A Headline
- An Excerpt (Teaser)
- A Thumbnail Image

FORMAT	IMAGE OR LOGO AND TEXT
Image Size	250x250 (dynamically scaled to fit newsletter template), maximum 45k
Headline	Approximately 50 characters.
Excerpt	Approximately 50 words. No HTML permitted.
Animation	Not recommended.
Creative Requirements	All components (headline, excerpt, image and link) are required.
	.jpg, .gif, or .png accepted.
	Client gated click URL
Hosting	Publisher Hosted Only
Submission Deadlines	3 Days Before Flight