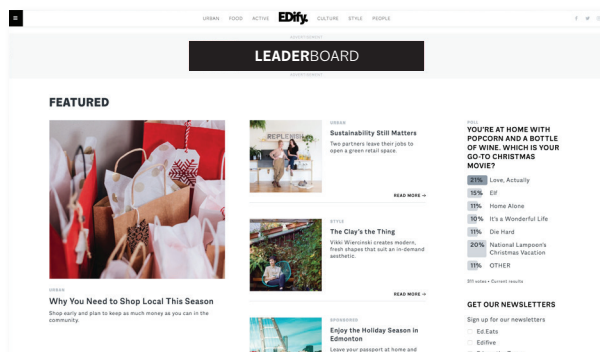
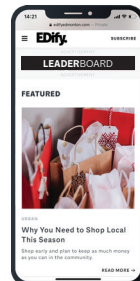


EDify. Digital Production Specifications



Leaderboard

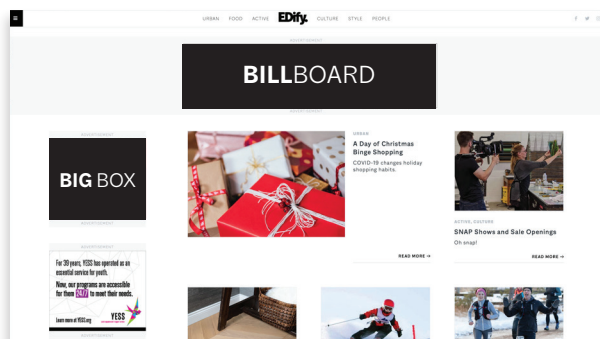


Mobile Leaderboard

Ad Type	Width	Height
Billboards*	970 pixels	250 pixels
Billboard <i>mobile</i> *	320 pixels	100 pixels

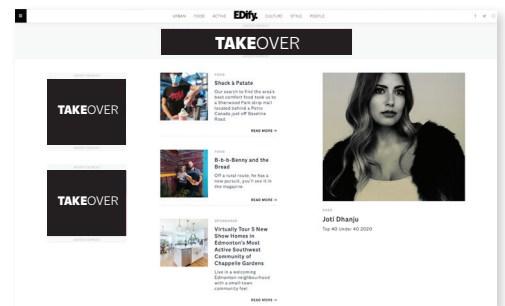
Ad Type	Width	Height
Leaderboard	728 pixels	90 pixels
Leaderboard <i>mobile</i> *	320 pixels	50 pixels

Ad Type	Width	Height
Big Box	300 pixels	250 pixels



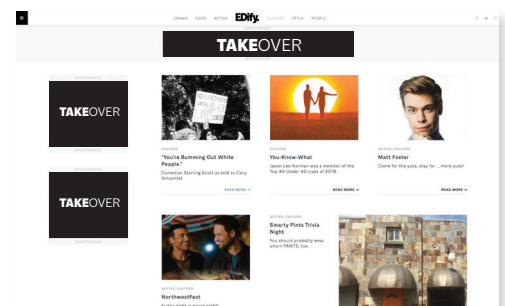
Billboard and Big Box

*website only



HOMEPAGE TAKEOVER

2 billboard positions, 2 leaderboard positions and 7 big box positions



SECTION TAKEOVER

2 billboard positions, 1 leaderboard position and 3 big box positions

REQUIREMENTS & RECOMMENDATIONS:

- .Jpeg, .png, .gif accepted. HTML5 and third-party server ads are only accepted for the website (not applicable for newsletters)
- Maximum file size: 150kb, convert all colours to RGB
- No sound
- All advertisements will have a 1-pixel defining border
- It is the advertiser's responsibility to ensure that any supplied click-through tags are correctly built and working
- Ensure artwork is legible when viewed in a web browser at 100% size

A website URL is required for all ads