# **BOSTON** DIGITAL SPECS MAGAZINE

## Subiente Boston .... HAR LANDERY THE TOD + LALTIN . 1545 SECT OF SOCTON MAGAZIE **3**illboard ERITAGE EDUCATI NAACP Opposes BPS Schedule Change Polished at the Pops Symphony Hall Style by Boston's Lauren Wells of 2017 Ed Mar Wants to Lead the Fight to Bring B FIND A PRO $\equiv q$ Boston ČC: uld be holdi ST STORIES 300x250 EDUCATION NAACP Opposes BPS Schedule Change The NAACP and the Lawyers' Committee for Civil Rights and Economic Justice oppose the schedule updates.

Want to win big this winter? **Contact Us** 

The Highs and Lows of 2017

All creative can be emailed to your Account Executive and will be forwarded on to production department. Questions? Call Christina Miller at 617.974.8431.

320X50

## **Standard Digital**

Width Height Leaderboard 728x90 Sticky Medium Rectangle 300x250 Mobile Leaderboard 320x50, 320x100 Mobile sticky unit (bottom of screen) 320x50

#### Requirements

• HTML5 tags only

• All ads must be submitted as a web-friendly images in JPEG, GIF,

- SWF\* formats or as tags (all file formats accepted for tags)
- All hard assets must be saved as 50KB or less

· When sending swf files, these must be saved as flash version 10.1

or lower with clickTAGs embedded.

Please note: SWF files may load in a paused state in Google

Chrome and Mozilla Firefox

- Required size: 50 KB or smaller
- Required resolution: 72 DPI
- Full URL must be included in ad submission (embedded or 1g flash)

• If submitting flash ads you must include this clicktag: {getURL(clickTAG, "\_blank");}

## **High Impact**

Width Height Big rectangle 300x600 Billboard 970x90 or 970x250 Skins 120x1050\*\*

#### Requirements

Leaderboard

\*See standard digital requirements except Skins: cannot be tags, hard assets only.

### **Rich Media**

Width Height

Sliding Billboard 970x90 - 250 Interstitial 600x400

#### Requirements

\*See Standard Digital requirements

- · Sound: When moused-over or click-activated
- Expandable: Only when moused-over
- Animation: Up to 3 loops
- Animation: Maximum 20 seconds
- Third party rich media accepted
- Geo-targeting available

### **In-Article Video**

Requirements File Type: .mp4 Maximum File Size: 20MB Aspect Ratio: 16:9 Tags Accepted: 1x1, VAST, VPAID JS (HTML); all tags must be SSL only Video Duration: 15/30 sec FPS: 24 1