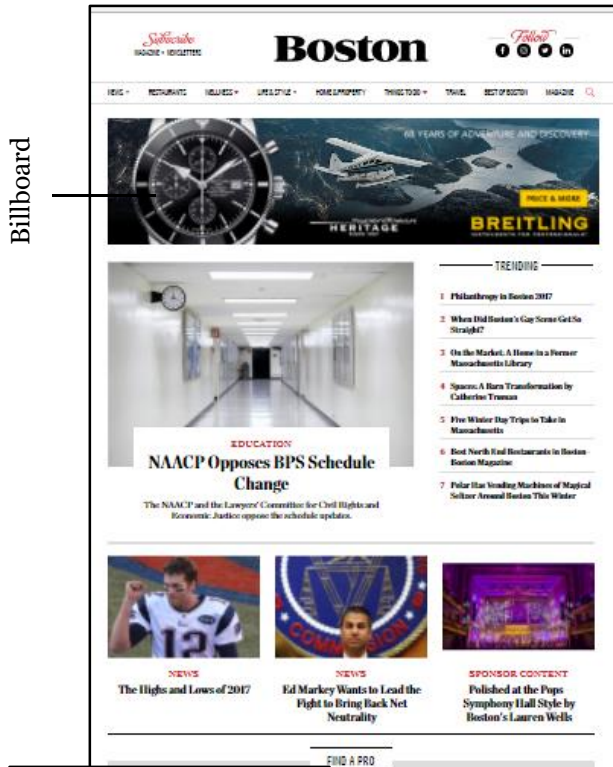
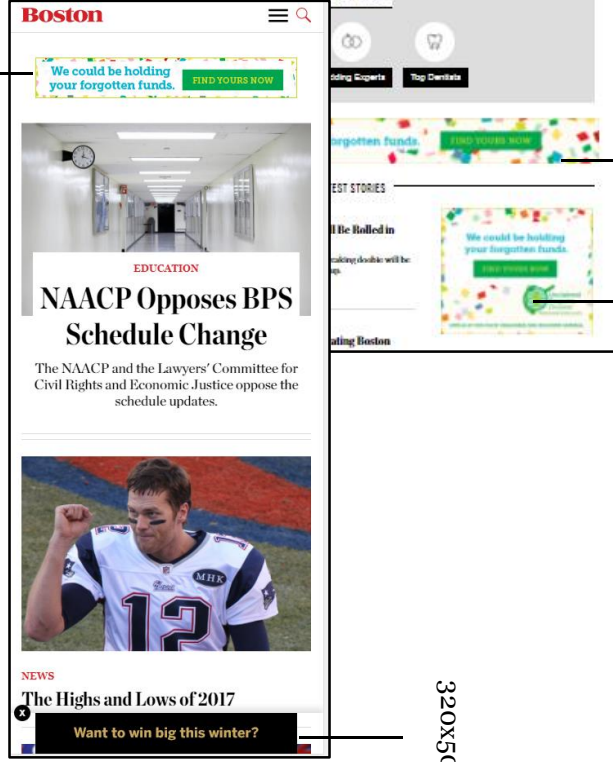


Boston DIGITAL SPECS

MAGAZINE



Billboard



320x50, 320x100

Leaderboard

300x250

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

*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

Contact Us

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.