Boston
MAGAZINE

ONLINE ADVERTISING
SPECIFICATIONS

MASTHEAD BUTTON

BIG RECTANGLE

LEADERBOARD

BILLBOARD

300 X 250
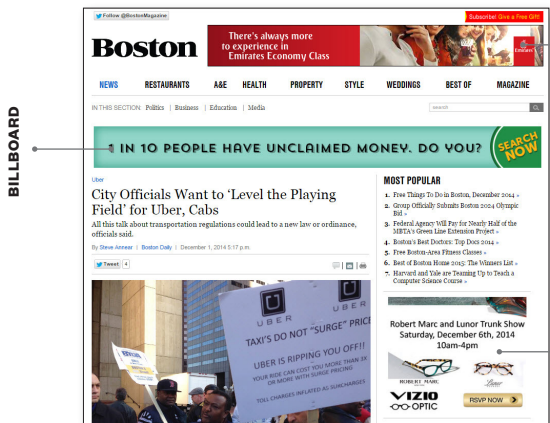
➤ STANDARD DIGITAL

	Width	Height
Leaderboard	728	90
Medium Rectangle	300	250
Skyscraper	160	600
Mobile Leaderboard	320	50

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	300	600
Billboard	970	90
Skins	120	1050

Requirements

*See standard digital requirements

➤ RICH MEDIA

	Width	Height
Sliding Billboard	970	90 - 250
Interstitial	600	400
Mobile Interstitial	300	250

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

➤ ADDITIONAL CAPABILITIES

Interactive Tools
- Sweeps
- Contests
- Microsite
- Facebook application

Custom Content
- Native Advertising
  - Content written by *Boston* magazine writers that reads seamlessly with editorial content
- Microsites

Eblast Campaigns
- Subject line
- Creative 600 pix wide
- Click through URL

Requirements

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

➤ NEWSLETTER SPONSORSHIPS

Material Requirements
- 300x250 JPEG
- Required resolution: 72 DPI
- Full URL (no bit.ly)
- 20-25 words of copy