

## Traditional Display Ad Units

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
<b>Mobile Unit</b>	320x50	Image or 3rd-party tag	100KB max	None	No
<b>Skins (x2)</b>	120x1050	JPG or PNG file	100KB max (each)	No animation	No
<b>Medium Rectangle</b>	300x250	Image or 3rd-party tag	200KB max	None	Yes
<b>Half Page</b>	300x600	Image or 3rd-party tag	200KB max	None	Yes
<b>Leaderboard</b>	728x90	Image or 3rd-party tag	200KB max	None	Yes
<b>Billboard</b>	970x90 or 970x250	Image or 3rd-party tag	200KB max	None	Yes
<b>Prestitial (Desktop)</b>	600x400	JPG or PNG file	200KB max	15 seconds max	Yes
<b>Social Display (Mobile)</b>	N/A	Facebook, Instagram, Twitter	N/A	None	No

## e-Newsletters

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
<b>e-Newsletter</b>	300x250	JPG or PNG file. Includes 20–25 words and URL.	100KB max	No animation	No
<b>e-Blast</b>	450x540	JPG file and best contact(s) to receive test, 20-25 words and URL	N/A	No animation	No

## Video

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	NOTES
<b>In-Banner</b>	300x250	3rd-party only; No streaming	200KB initial load; 1.1MB additional	User-initiated sound	Site-serving; design up-charge
<b>In-Article</b>	1280x720 (16:9 aspect ratio) expands to frame	mp4 or VAST tags (SSL only)	20MB max	15 or 30 seconds	24 FPS

### BREAKDOWN

#### Ad Submission

Creative can be emailed to your Account Manager and will be sent on to the online marketing department.

#### Image Files

200KB max file size (.jpg, .png, .gif)

#### Rich Media

200KB max file size for site-served; 300KB for 3rd-party serving

🔴 **HTML5** sent as .zip file that can only contain the following elements: .html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

Any creative with additional elements (video, expansion, etc) MUST be served through a 3rd-party ad-server or be subject to additional production fees of \$1,500 per creative and \$1.50 CPM up-charge.

#### clickTag sample:

```
<script type="text/javascript">
var clickTag = "http://www.yourURLhere.com";
</script>
```

Flash no longer accepted.

**Required Resolution** 72 DPI; 24 FPS

## Boston Design Services

If you do not have creative for your advertisement, *Boston* magazine can provide design services at an additional cost. For more information and rates, contact your Account Manager.

