



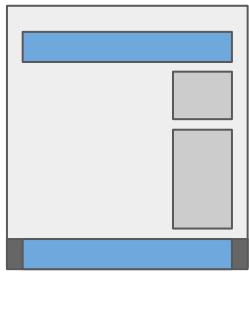
ENDEAVOR

BUSINESS MEDIA™

**Digital Advertising Specs
Non-Left Rail Site Layout**

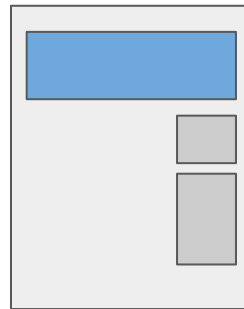
- Standard Banner Ads
 - [Leaderboard](#)
 - [Billboard](#)
 - [Medium Rectangle](#)
 - [Half Page](#)
- Rich Media Ads
 - [Reskin](#)
 - [Pushdown](#)
 - [In-Article Video](#)
 - [In-Banner Video](#)
 - [Expanding 300x250 & 300x600](#)
 - [Welcome Ad](#)
- Native Advertising
 - [Native Ad](#)
 - [Native Ad - Exclusive Stories](#)
 - [Native Ad - Sponsored Content](#)
- Audience Extension
 - In Depth Document - [Click Here >>](#)

Top Leaderboard/Sticky Leaderboard



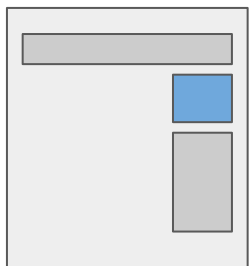
970x90 (Desktop), 728x90 (Tablet), 300x50 (mobile)
Click Thru URL
Format: JPG, GIF, PNG,HTML5, TAGS
Max File Size: 100K

Billboard



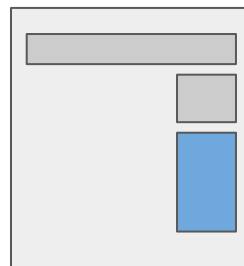
970x250 + Mobile 300x50
Click Thru URL
Format: JPG, GIF, PNG,HTML5, TAGS
Max File Size: 200K(970x250) | 100K (300x50)

Medium Rectangle

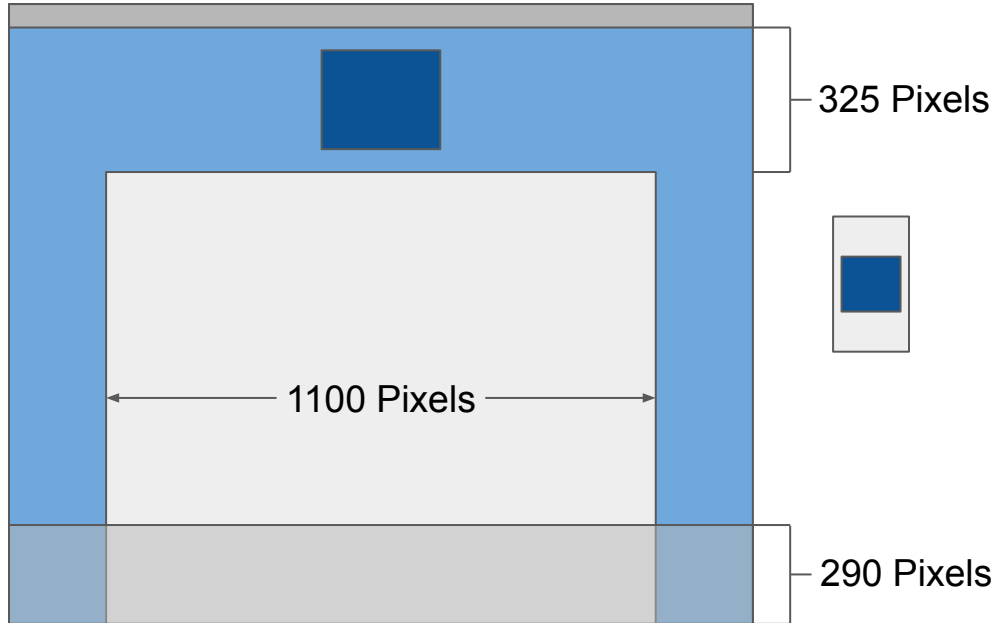


300 x 250
Click-through URL
Format: JPG, GIF, PNG,HTML5, TAGS
Max File Size: 100K

Half Page Banner



300x600
Click-through URL
Format: JPG, GIF, PNG,HTML5, TAGS
Max File Size: 100K



Creative Requirements (Tags are not accepted)

1658(w) x 1058(h) high-res image for branding png, gif, jpg (no tags)

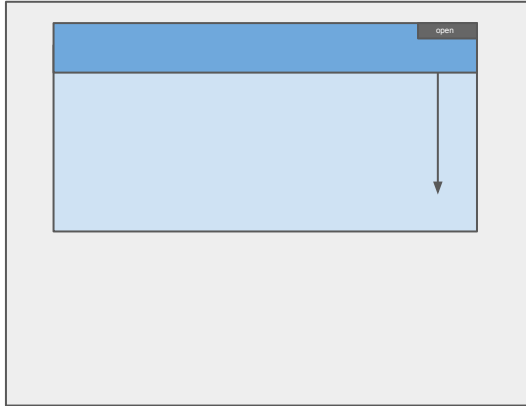
Transparent 300 x 250 PNG or GIF (no tags)

Click through URL

Additional information

- The (site name) header will cover about 100 pixels of the background image
- Allow for a 290 pixel buffer at the bottom as well
- The website content is about 1100 pixels wide
- The background image will expand and contract with the screen size – as the screen gets smaller the image contracts toward the upper left-hand corner and vice versa as it expands
- We recommend not placing any important text on the background image – that should be an extension of your brand.
- Important text should be reserved for the 300x250 image in the center

Desktop/Tablet Specs



Desktop Sizes
970x90/970x415

Formats
JPG, GIF, PNG

Max File Size
100K/200K

Desktop and/or Tablet Sizes
728x90/728x415

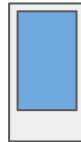
Formats
JPG, GIF, PNG

Max File Size
100K/200K

Mobile Specs

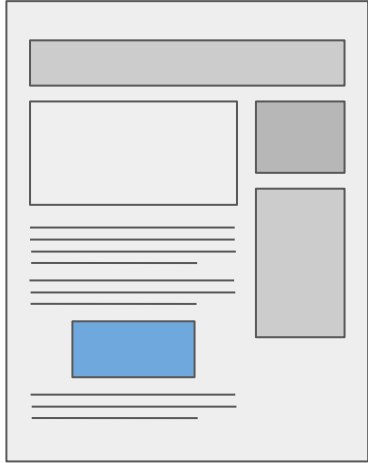


Collapsed Panel: 320x50 (JPG, GIF, PNG) + click-through URL



Expanded Panel: 320x415 (JPG, GIF, PNG) + click-through URL

* Leave room on panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.



Video Specs

Aspect Ratio: 16:9 (4:3 not supported)

Dimension: 1280x720 Max, Min size: 640x360

Max Video Duration: 30 seconds

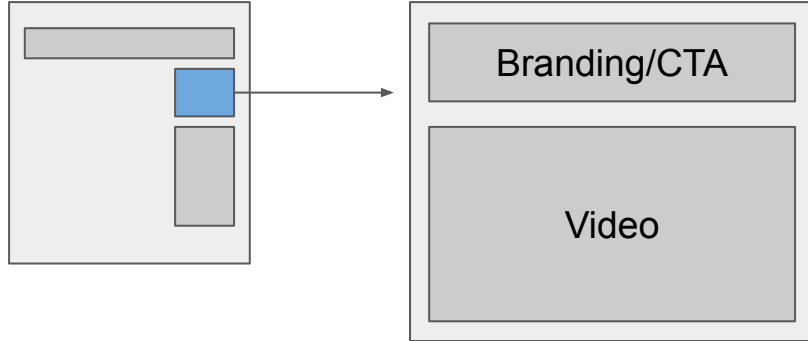
File Size: 3.5MB

Acceptable Formats

MP4 or VAST (tag)

Additional Requirement

Linking URL

**Header Specs**

280x70 JPG, GIF, PNG + Linking URL

Video Specs

Accepted Formats: 16:9 Ratio - MP4, Youtube,
VAST Tags

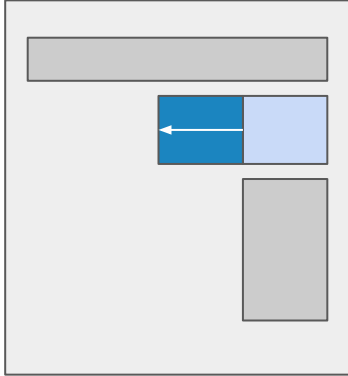
Initial Video Dimensions: 280x158

Max Expanded Dimensions: 1280x720

Max Video Length: 30 seconds in length

Max File Size: 3.5MB

*Must include video file as well as Branding/CTA image



Ad Size

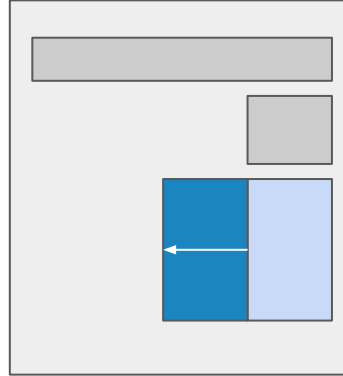
Initial Dimension 300x250

Expanded Dimension 600x250

Acceptable Creative

JPEG, PNG, GIF, 3rd Party Tags

* Leave room on panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.



Ad Size

Initial Dimension 300x600

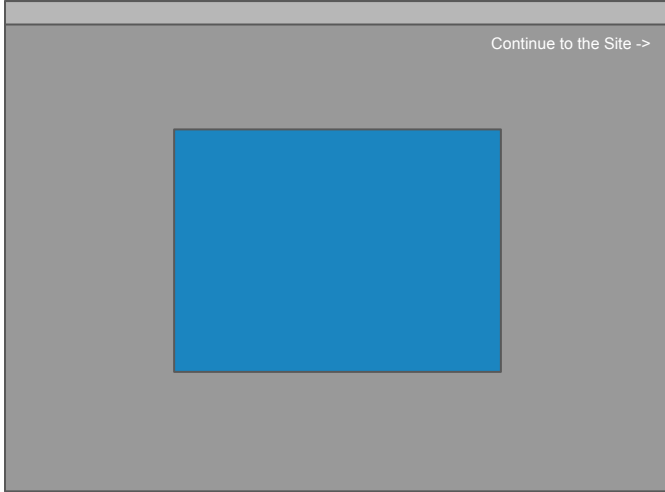
Expanded Dimension 600x600

Acceptable Creative

JPEG, PNG, GIF, 3rd Party Tags

* Leave room on panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.

* Please note: these do not currently display on mobile.



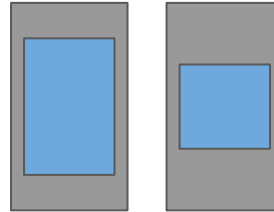
Desktop

Size: 640x480 Desktop or Tablet

Acceptable Formats: GIF, JPEG, Java, Iframe, 3rd party tag

Animation: Maximum 15 second loop

Max Size: 200K



Mobile

Size: 300x416 or 300x250

Acceptable Formats: GIF, JPEG, Java, Iframe, 3rd party tag

Animation: Maximum 15 second loop

Max Size: 100K

Required Materials

Thumbnail Image 1280x720(or 16:9 ratio) JPG, GIF, PNG (logo or text on image must be centered on canvas)


Headline 40 Characters including spaces (overage may cut off)

Content Summary 135 Characters including spaces (overage may cut off)

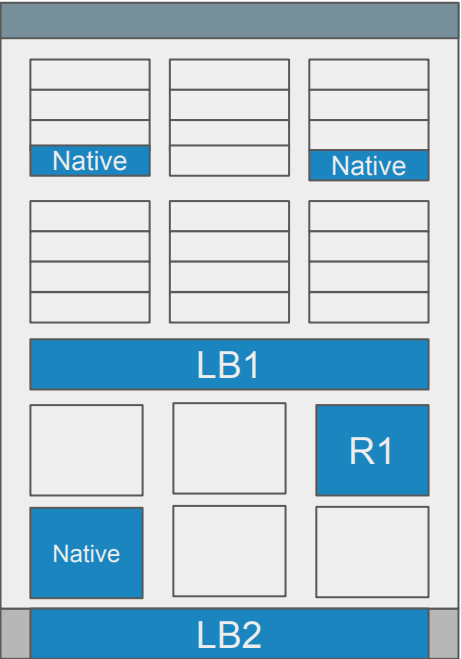
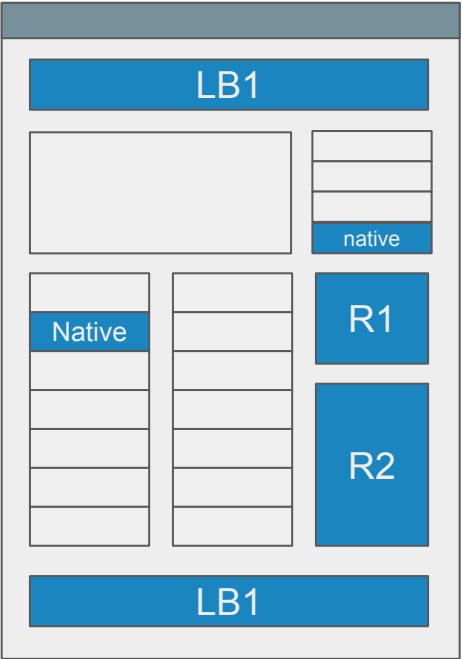
URL Single click-through URL

Ad Examples

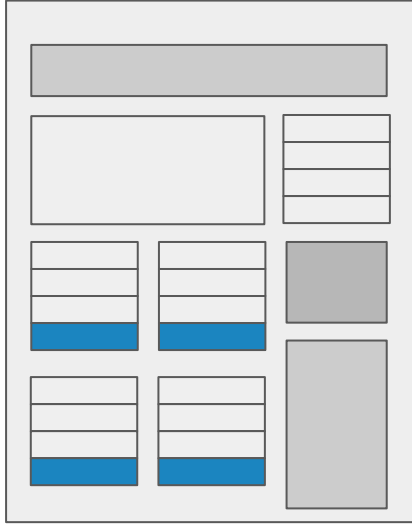
Sponsored
Headline will display here
Date Posted



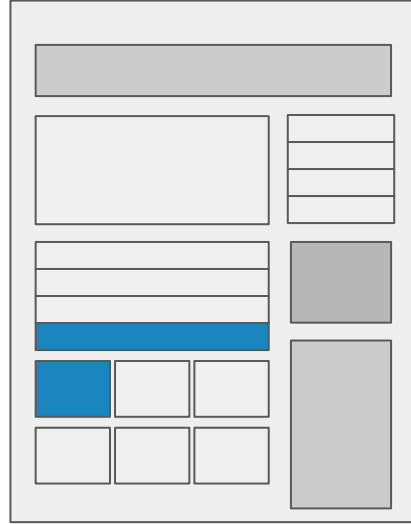
Sponsored
Headline will display here
Description
Date Posted



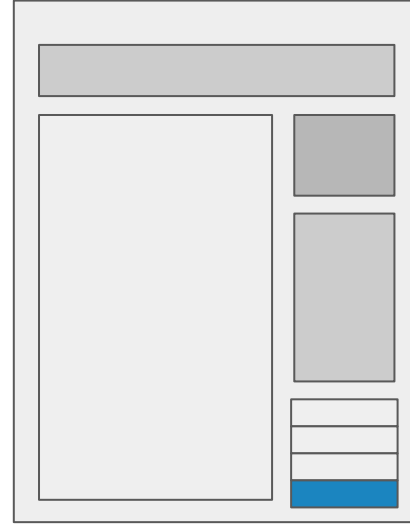
Home



Channel Page



Article Page



Ad Examples



Ad Material Requirements

Headline

20-75 Max characters including spaces

Text

40-255 Max characters including spaces

Thumbnail Image

1280x720 JPG or non animated GIF, we recommend not using text on the image, and core imagery should be centered on the image canvas.

Single Click Through URL

Includes: Native Ad, Exclusive Article Page

**Discontinued on the new
2021 Framework**

Article Page

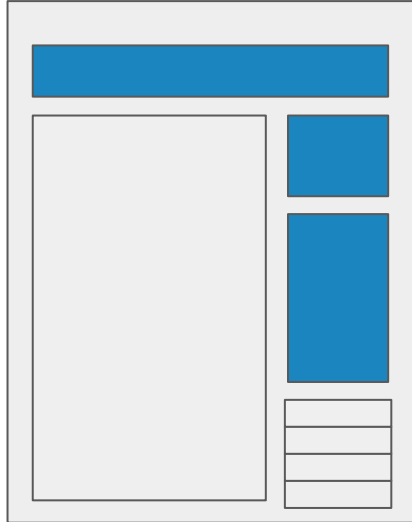


Article Requirements

- One .doc file containing Article Text (recommended limit 1,000 words)
- Article images must be sent as separate attachments, please indicate in doc file where to place the images. (2 image max)
- Headline: 20-75 characters
- Synopsis: 40-255 characters
- One primary image required - Must be at least 1280x720 JPG or non animated GIF, we recommend not using text on the image, and core imagery should be centered on the image canvas.
- Company Logo

Includes: Native Ad, Sponsored Article Page, Companion Banners

Article Page



Companion Banners

- 970x90(Desktop) + click-through URL,
- 728x90(Tablet) + click-through URL,
- 300x50(Mobile) + click-thru URL
- 300x250 + click-through URL,
- 300x600 + click-through URL

Article Requirements

- One .doc file containing Article Text
- Article images must be sent as separate attachments, please indicate in doc file where to place the images. (2 image max)
- Headline: 20-75 characters
- Synopsis: 40-255 characters
- One primary image required - Must be at least 1280x720 JPG or non animated GIF, we recommend not using text on the image, and core imagery should be centered on the image canvas.
- Company Logo