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multimedia marketing & branding solutions

WHYY.ORG + NEWSWORKS.ORG AD UNIT SPECIFICATIONS

UNITS		SIZE	FORMAT	MAX FILE SIZE
MEDIUM RECTANGLE	NEWSWORKS ONLY 	300 x 250	GIF, JPG, FLASH May rotate up to three (3) cycles then must stop on final frame	30K STANDARD 40K FLASH
LEADER BOARD	NEWSWORKS & WHYY.ORG  	728 x 90	GIF, JPG, FLASH May rotate up to three (3) cycles then must stop on final frame	30K STANDARD 40K FLASH
SKYSCRAPER	NEWSWORKS & IN THE LOOP NEWSLETTER  	160 x 600	GIF, JPG, FLASH May rotate up to three (3) cycles then must stop on final frame	30K STANDARD 40K FLASH
HOMEPAGE SPONSOR LOGO	NEWSWORKS ONLY 	120 x 60	GIF, JPG Must be static	30K STANDARD
THE FEED SPONSOR LOGO	NEWSWORKS ONLY 	90 x 90	GIF, JPG Must be static	30K STANDARD
BADGE	WHYY.ORG ONLY 	180 x 150	GIF, JPG, FLASH May rotate up to three (3) cycles then must stop on final frame	30K STANDARD 40K FLASH
HALF-BANNER	PBS/WHYY VIDEO PAGE  VIDEO	300 x 60	GIF, JPG, FLASH May rotate up to three (3) cycles then must stop on final frame	30K STANDARD 40K FLASH
WEBTILE	NEWSWORKS, WHYY.ORG & IN THE LOOP NEWSLETTER   	120 x 90	GIF, JPG Recommend Static. But may rotate up to three (3) cycles then must stop on final frame	30K STANDARD

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