

2023 Digital Ad Specs Content Solutions



Financial Advisor magazine's General Policy includes:

- Creative is due (10) business days prior to launch or risks delay in launch
- All assets are due (10) business days prior to launch
- All content subject to approval by *Financial Advisor*
- All images are limited to charts, graphs and infographics
- All images and links must support and relate to content
- Links to forms are not allowed
- 3rd Party Tags or Tracking Pixels are not accepted

CONTENT	UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	GUIDELINE
Sponsored	Article Copy	Copy created by FA	N/A	N/A	N/A	Direction of desired topic for writer
	Headline	Name of paper; appears on the homepage	N/A	N/A	N/A	<8 words
	Teaser Text	Description of the article to garner interest; appears on the homepage and newsletter	N/A	N/A	N/A	<20 words or <120 characters
	Traffic Drivers	(3) Text inserts in FA newsletters	N/A	N/A	N/A	<20 words or <120 characters
		Half Page: 300x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 250KB
	Logo	160x60	Vector EPS is preferred, PNG or JPEG	Static	N/A	Static File, 40KB
	Targeted Companion Banners*	Top Leaderboard: 728x90	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Skyscraper: 160x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Half Page: 300x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
Optional	3 rd Party Tracking Pixels	N/A	N/A	N/A	Click or Impression only	
Native	Article Copy	Copy created by client	N/A	N/A	N/A	<1,500 words
	Headline	Name of paper; appears on homepage	N/A	N/A	N/A	<8 words
	Teaser Text	Description of article to garner interest; appears on homepage and newsletter	N/A	N/A	N/A	<20 words or <120 characters
	3 Traffic Drivers	Text inserts within FA newsletters selected by FA staff	N/A	N/A	N/A	<5-15 words
	Optional	3 rd Party Tracking Pixels	N/A	N/A	N/A	Click or Impression only

*Additional fee applies

For help or more information, contact digitalops@fa-mag.com