Private Wealth

2016 Online Advertising

PW Website Banners

Flash files are no longer accepted for banner placements

Top Leaderboard Banner –
Dimensions: 728 x 90 ***File size:*** 40k initial | 100k polite – HTML5 -100k polite | 300k full
: Responsive version: 300x50 ***File size:*** 20k initial | 40k polite – HTML5 -40k polite | 100k full
File Format: 3rd party tags or Rich Media, GIF/Animated GIF or JPEG with URL for click-through.
Animation: 3 loop maximum, 30 second maximum
Expanding: 728x315 open down ***File size***: 100k
User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Medium Rectangle Banner –
Dimensions: 300 x 250 ***File size:*** 40k initial | 100k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.
Animation: 3 loop maximum, 30 second maximum
Expanding: 600x250 – open right ***File size***: 100k
User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Skyscraper Banner –
Dimensions: 160 x 600 ***File size:*** 40k initial | 100k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.
Animation: 3 loop maximum, 30 second maximum
Expanding: 600x600 – open left – file size max. 100k, (*skyscraper 3 - open right)*
User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Bottom Leaderboard Banner –
Dimensions: 728 x 90 ***File size:*** 40k initial | 100k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.
Animation: 3 loop maximum, 30 second maximum
Expanding: 728x315 open up ***File size***: 100k
User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Interstitial (Roadblock) –
Dimensions: 640 x 480 ***File size:*** 80k initial | 100k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.
Auto close: 30 seconds

Button Box Banner –
Dimensions: 120x120 ***File size:*** 20k initial | 40k polite
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Button Box 2 Banner – (news, poll, video sponsor, whitepaper)
Dimensions: 120x60 ***File size:*** 20k initial | 40k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Online technical questions? Call Keith Huryk at 732.450.8866, ext. 20 or email keith@PW-mag.com

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PW Website Banners (cont)

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Companion Logo Banner – (channel sponsor E-blast)
Dimensions: 300x60 ***File size:*** 20k static
File Format –GIF or JPEG

Recruitment Ad –
Dimensions: 450 x 255 ***File size:*** Static-40k | 100k polite – HTML5 -100k polite | 300k full
File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Text Link –
Dimensions: 65 text characters accompanied by Click URL, Tags are not accepted

Pre-roll Video Ad –
Pre-roll clip - 15 seconds max, Ratio: 16:9 standard ratio (640x360screen size), .flv or .mp4 or (HD Quicktime .MOV or .AVI)

Notes:
Rich Media(HTML) - must contain a placeholder in the ad code for click tracking
Animation - 3 loops maximum. Max length 15 sec, Max Frame rate 24 fps
Video - User-initiated, Max length 30 sec., Max Frame rate 24 fps, No looping, polite load 100k, file size 1 mb max
Alternative Text - May be up to 10 words.
Hot Spot Restrictions - Hotspots are confined to the ad unit dimensions only.
Delivery Schedule - 5 business days prior to flight date.
New Creative - Option to change creative content of any advertising space once per month.
Banner Formats - iFrame, JavaScript, image
3rd party networks - We accept creative from most major ad serving networks including but not limited to the following:
Adtech, Atlas, Bluestreak, CPX, Doubleclick, Eyeblaster, Google Adsence, Mediaplex,
iFrame/Javascript tags are preferred, 3rd party tags are not guaranteed

Channel sponsorship

Top Leaderboard Banner – 728x90 - Responsive version: 300x50
Medium Rectangle Banner – 300x250
Skyscraper Banner – 160x600
Bottom Leaderboard Banner – 728x90
Companion Logo Banner – 300x60 (Channel E-blast)

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