

FA Website Banners

Static banners are strongly recommended as best practice.

Top Leaderboard Banner –

Dimensions: 728 x 90 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k polite | 300k 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 length

Expanding: 728x315 open down **File size:** 100k

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Half Page Banner –

Dimensions: 300 x 600 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k 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 length

Expanding: 600x600 – open right **File size:** 300k

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Skyscraper Banner –

Dimensions: 160 x 600 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k 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 length

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

Interstitial (Roadblock) –

Dimensions: 640 x 480 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k 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 , **Animation:** 3 loop maximum, Asset provided **CANNOT** include a "close" button

Interstitial Mobile (Roadblock) –

Dimensions: 300 x 250 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k 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 , **Animation:** 3 loop maximum, Asset provided **CANNOT** include a "close" button

Large Interstitial (Roadblock) –

Dimensions: 970 x 420 **File size:** 200k Max Initial Load | HTML5 (Client Hosted) - 200k 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 , **Animation:** 3 loop maximum, Asset provided **CANNOT** include a "close" button

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 (Client Hosted) -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

FA Website Banners (cont)

Static banners are strongly recommended as best practice.

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 (Client Hosted) -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 (640x360 screen size), .flv or .mp4 or (HD Quicktime .MOV or .AVI)

Notes: Flash files are no longer accepted for banner placements

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, 30 second maximum length. Max Frame rate 24 fps, No looping, polite load 100k, file size 1 mb max

Alternative Text - May be up to 10 words.

Border - Any banner with a white background must have a 1 pixel border

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, Eyeblander, Google Adsense, Mediaplex, iFrame/Javascript tags are preferred, 3rd party tags are not guaranteed

Z-Index - 0-999

Channel sponsorship

Top Leaderboard Banner – 728x90

Half Page Banner – 300x600

Skyscraper Banner – 160x600

E-Blast Banners – 300x60 logo (Channel E-blast), 300x600 Banner (Special Newsletter Blast)

Home Page Logo – 120x60 (GIF, JPG, PNG or EPS) - URL to be provided by FA