FINANCIAL ADVISOR

FA Channel Sponsorship

Static banners are strongly recommended as best practice.
Flash files are no longer accepted for banner placements

Top Leaderboard Banner – 728x90
Half Page Banner – 300x600
Skyscraper Banner – 160x600
Button Box Logo – 120x60 (GIF, JPG, PNG or EPS) - URL to be provided by FA

Top 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, 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:* 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 length
Expanding: 600x600 – 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 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

Button Box Logo –
Dimensions: 120x60 *File size:* 40k initial
File Format: GIF, JPEG, PNG, SVG, EPS - URL to be provided by FA

FA Channel Sponsorship (continued)

Notes:

Rich Media(HTML) - must contain a placeholder in the ad code for click tracking

Animation - 3 loops maximum. 30 second maximum length, 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

Z-Index - 0-999

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