

2022 Digital Ad Specs

Display Media & Video



FA's General Policy includes:

- Static banners are strongly recommended as a best practice and are due (5) business days prior to launch
- All 3rd party tags (creative serving and tracking-only) and accompanying technologies being served by the tags must be declared, SSL Compliant (HTTPS) and approved by FA
- Assets must be hosted and served via approved third party platform including DCM, Flashtalking, and Sizmek
- Maximum creative weights are inclusive of all scripts and third parties brought in with the creative
- Flash content and Flash fallback (SWFs and FLVs) are not accepted
- Audio permitted audio on click
- Maximum of 4 individual creatives in rotation at one time, unless otherwise specified for a particular placement
- FA must be made aware of all blocked keywords prior to campaign launch
- All placements transacting on viewability must meet the digital specifications required and be agreed upon prior to launch
- FA reserves the right to refuse or pause any placement if creative does not conform to FA's digital ad specifications

PLATFORM	UNIT	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	GUIDELINE
Desktop & Tablet	Leaderboard	728x90	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Large Leaderboard/Billboard	970x250	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Skyscraper	160x600	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Half Page	300x600	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Interstitial	640x480	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 400KB; Max File Size (Static, GIF, PNG, JPEG) 350KB
	Large Interstitial	970x420	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 300KB; HTML5 Max File Size (Subload) 600KB; Max File Size (Static, GIF, PNG, JPEG) 350KB
Mobile	Mobile Interstitial	300x250	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec auto-close	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size Static (GIF, PNG, JPEG) 200KB
	Mobile Banners	300x250 (Top, Middle, Bottom)	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG, JPEG) 200KB
Video	Video Distribution	16:9 standard ratio (640x360 screen size)	HD Quicktime.MOV, MP4, or .AVI	3 to 10 or more minutes	N/A	Frame rate: 24-30 FPS, Max bit rate: 2672 kbps, Title and abstract: < 50 words 200x112 jpg, gif or png 640x360 jpg, gif or png Logo: 120x60 eps, jpg, gif or png
	Pre-Roll Desktop	1x1 - 16:9	VAST tag, .mp4 or (HD QuickTime, .MOV or .AVI)	:15 sec	N/A	Max File Size: 5 MB
	In Article Video	16:9 standard ratio	VAST tag, MP4, MOV or .AVI with URL	15 to 60 sec	N/A	Frame rate: 24-30 FPS, Max File Size: 10 MB

For more information, contact info@fa-mag.com