

AD SPECIFICATIONS								Appears on these Platforms / Devices						
								Desktop	Smartphone			Tablet / iPad		
IAB Ad Name (if available)	Pixel Size	Standard Formats Accepted	Standard Formats Max File Size	Rich Media Formats Accepted	Rich Media Formats Max File Size	3rd Party Ad Tags Accepted	Tracking Pixels Accepted	Desktop	Mobile Web	News APP	Weather APP	Mobile Web	News APP	Weather APP
Medium Rectangle	300x250	jpg / gif / animated gif	40K	html 5*	200K	Yes*	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Smartphone Wide Banner	320x50	jpg / gif / animated gif	40K	html 5*	200K	Yes	Yes	No	Yes	No	No	No	No	No
Smartphone Wide Banner (Hi-res)	640x100	jpg / gif / animated gif	40K	NA	NA	NA	Yes	No	No	Yes	No	No	No	Yes
Leaderboard	728x90	jpg / gif / animated gif	40K	html 5*	200K	Yes*	Yes	Yes	No	No	No	Yes	Yes	Yes
Super Leaderboard	970x90	jpg / gif / animated gif	40K	html 5*	200K	Yes	Yes	Yes	No	No	No	No	No	No
Billboard	970x250	jpg / gif / animated gif	40K	html 5*	200K	Yes	Yes	Yes	No	No	No	No	No	No
Pre-Roll Video	NA	mp4, mov, wmv	15 seconds	NA	NA	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Post-Roll Video	NA	mp4, mov, wmv	30 seconds	NA	NA	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Live Stream Video Spot	NA	mp4, mov, wmv	30 seconds	NA	NA	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mobile Native Inline	640x360 (image) 40 characters (Headline), 80 characters (Text)	jpg / gif (Image)	40K	NA	NA	NA	NA	No	No	Yes	No	No	No	No
Top Premium Expandable Billboard	970x90	jpg / gif / animated gif	40K	NA	NA	NA	Yes	Yes	No	No	No	Yes - Responsive	No	No
	970x250	jpg / gif / animated gif	40K	NA	NA	NA	Yes	Yes	No	No	No	Yes - Responsive	No	No
	480x50	jpg / gif / animated gif	40K	NA	NA	NA	Yes	No	Yes	No	No	No	No	No
	480x250	jpg / gif / animated gif	40K	NA	NA	NA	Yes	No	Yes	No	No	No	No	No
App Open	1080x1040	jpg / gif / animated gif	90K	NA	NA	NA	Yes	No	No	No	No	No	Yes	No
	640x770	jpg / gif / animated gif	90K	NA	NA	NA	Yes	No	No	Yes	No	No	No	No