

2019 Digital Advertising Specifications

PUBLISHERSWEEKLY.COM

WEBSITE ADVERTISING SPECIFICATIONS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
LEADERBOARD	728 X 90	200 KB	:15
SKYSCRAPER	160 X 600	200 KB	:15
BOOM BOX	336 X 280	200 KB	:15

- We accept jpg, gif, png, Flash and third-party tag files.

	Unit Size Pixels (W X H)	Fileweight	Audio/Video Initiation	Close Box
SLIDER	397 X 86 40KB Flash	120 KB	User Initiated mandatory	

- We accept gif or jpg (jpeg), or png format, 3rd-party ad tags for all newsletter and website ads. Gif files can be animated. All ad sizes are a maximum of approximately 60 KB. Do not use Flash assets.
- Rich media ads are available at premium rates.
- A URL is required for each position.
- Website Takeover:** Includes all four ad positions

E-BLAST

E-BLAST CAMPAIGN SPECIFICATIONS

Acceptable Files	Pixels (W X H)	Maximum File Size	Images
PNG, JPEG OR GIF	600 X 800	6 MB	RGB formatted
HTML	600 X 800*	6 MB	**See note below

- Lead all animated ads with your most important frame.

*Contact sales reps for custom-height e-blasts at a premium rate.

**Images should be stored on your publicly accessible web server; use absolute code paths to point to them.

Note: All e-blast advertisers must provide a subject line along with the email addresses of all test recipients.

Please email subject line and email addresses to: digitalads@publishersweekly.com or enter into the notes section of the portal.

INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

ADS SHOULD BE UPLOADED TO: ads4pw.sendmyad.com

First-time users must create an account.

Step 1: Click "Sign up here to send ads" at top right of page.

Step 2: Follow instructions and create user name and password.

UPLOAD INSTRUCTIONS

Step 1: Choose the newsletter, e-blast or PublishersWeekly.com for "Media Profile"

Step 2: Fill in required fields, choose ad type and click the "+" sign.

Step 3: Enter click-through URL and run dates, choose your ad unit and select the file from your hard drive.

Step 4: Review and confirm by clicking "Approve Ad." You will receive an e-mail confirmation that your ad has been received and meets our specifications.

***Note:** All e-blast advertisers will be contacted prior to deployment with a test preview, for review and approval. **For questions or concerns, contact our production department:** digitalads@PublishersWeekly.com

E-NEWSLETTERS

E-NEWSLETTER SPECIFICATIONS*

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)	Loops
LEADERBOARD	728 X 90	200 KB	:15	Unlimited
SKYSCRAPER	160 X 600	200 KB	:15	Unlimited
BOOM BOX	336 X 280	200 KB	:15	Unlimited

*All newsletters excluding PW Daily & The Fanatic

PW DAILY & THE FANATIC SPECS

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)	Loops
BANNER	600 X 140	200 KB	:15	Unlimited
RECTANGLE	600 X 285	200 KB	:15	Unlimited

- jpgs, gif and png files only
- Lead all animated ads with your most important frame.
- Sponsored Post and Book Trailer of the Day:** Specs can be found at publishersweekly.com/specs

MOBILE

MOBILE ADVERTISING SPECIFICATIONS

Placement	Unit Measurement Pixels (W X H)	Maximum Initial Load Size	Maximum Animation Length (Seconds)
MOBILE BANNER AD	320 X 50	30 KB	:15
MOBILE BOX AD	300 X 250	60 KB	:15

- Acceptable Files:** jpg, gif and png
- Implementation Note and Best Practices:** Ensure images are mobile web optimized; do not use Flash assets; landing pages must be optimized for mobile.

GIVEAWAY

GIVEAWAY ADVERTISING SPECIFICATIONS

Please use the link below and complete our Giveaway Form for customized promotions through our website, social media and newsletters: <https://goo.gl/forms/r5oDCXpYXHsM45b12>