



2017 Digital Ad Specifications

Display Ads

Due Date: Creative assets for Standard Ad Units are due at least 5 business days before the start date. Send digital creative: creative@emeraldexpo.com

File Formats Accepted: JPEG or PNG for Static.

For Ad Units with Animation: GIF or Rich Media are accepted. Rich media is only accepted as Third-Party tags.

Standard Display Ads

Standard Ad Unit Dimensions	Static File Size	GIF File Size	Expanded Size	Animation	Looping	Audio	Accepted Formats
728x90 - <i>standard leaderboard/anchor</i>	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	JPG, PNG, GIF
970x90 - <i>responsive leaderboard/anchor, if supplied*</i>	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	
300x50 - <i>mobile leaderboard</i>	15KB	100KB	N/A	10-15 sec.	Unlimited	N/A	
300x600	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	
300x250	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	
300x100	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	
234x60 - <i>countdown clock</i>	40KB	100KB	N/A	10-15 sec.	Unlimited	N/A	

*Advertisers can supply a 970x90 ad size for the responsive Leaderboard and Anchor position



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Due Date: Rich Media Ad Units require creative assets 10 business days before the start date.

Send digital creative: creative@emeraldexpo.com

Rich Media Ads

Rich Media Ad Unit Dimensions	File Size	Subload Size	Polite Download	Expanded Size*	Expanded Direction	Max Host Requests	Animation Length**	FPS	Z-Index	Max CPU Usage
728x90 - <i>expandable and 300x50 mobile</i>	200KB	300KB	80KB	728x315	Up or down	15	10-15 sec.	24	5,000-1,999,999	30%
300x600 - <i>stalker skyscraper</i>	200KB	300KB	80KB	600x600	Left	15	10-15 sec.	24	5,000-1,999,999	30%
300x250 - <i>expandable</i>	200KB	300KB	80KB	600x250	Left	15	10-15 sec.	24	5,000-1,999,999	30%
600x400 Pre/Interstitial	200KB	300KB	160KB	N/A	N/A	15	10-15 sec.	24	6,000,000	30%
Billboard ***	200KB	300KB	80KB	Depends on the site		15	10-15 sec.	24	0-4,999	30%
1600x1000 or 1280x1024 Wallpaper	200KB	300KB	80KB	N/A	N/A	N/A	N/A	N/A	0-4,999	30%

*Control = "Close X" on expanded panel and "Expand" on collapsed panel

**Unlimited looping, audio must be user initiated and have audio controls

***Billboard's dimensions will be different depending on the website, as well as their expanded size and expanded direction. For additional information on the Billboards, please ask your rep.

Font = 8pt (11px) - 16pt (21px)

Expandable ads and High Impact ads are Rich Media ad units and must be supplied as third-party tags.

Note: If you do not have a Rich Media Vendor, we can submit your files to our Rich Media Vendor for a quote. Longer leads times apply if our Third Party Vendor builds your Rich Media ad.



2017 Digital Ad Specifications

Display Ads

Due Date: HTML5 Ad Units require creative assets 5 business days before the start date. Send digital creative: creative@emeraldexpo.com

HTML5 Display Ads

HTML5 Ad Unit Dimensions	File Size	Subload Size	Polite Download	Max Host Requests	Animation Length**	FPS	Max CPU Usage
728x90 - <i>optional 300x50 mobile and 970x90</i>	200KB	300KB	80KB	15	10-15 sec.	24	30%
300x600	200KB	300KB	80KB	15	10-15 sec.	24	30%
300x250	200KB	300KB	80KB	15	10-15 sec.	24	30%

**Unlimited looping, No audio

NOTES:

Ad ads must use the DoubleClick HTML5 SDK:

<https://www.google.com/doubleclick/studio/docs/sdk/html5/en/>

We can accept one (1) HTML5 file only. All images, media, scripts, and CSS files must be hosted on your servers.

DON'T use iQuery. Try not to use any libraries, just plain JavaScript if possible. DON'T minify or obfuscate your code as this can interfere with ad tracking.



2017 Digital Ad Specifications

eNewsletter Ads

General eNewsletter Ad Specs: Creative assets are due at least 5 business days before the eNewsletter delivery date. Send digital creative: creative@emeraldexpo.com

File Formats Accepted: JPEG or PNG for static. **For Ad Units Accepting Animation:** GIF only, NO Rich Media or Flash accepted for eNewsletters

eNewsletter Ads

Dimensions	File Size	Animated Size	Animation	Looping	Audio
728x90 - 300x50 mobile	40K; static	100K; GIF	10-15 sec.	Infinite	N/A
300x250	40K; static	100K; GIF	10-15 sec.	Infinite	N/A
300x600	40K; static	100K; GIF	10-15 sec.	Infinite	N/A
468x60	40K; static	100K; GIF	10-15 sec.	Infinite	N/A

Product Alert eNewsletter Ad Specs: Creative assets are due at least 5 business days before the eNewsletter delivery date. Send digital creative: creative@emeraldexpo.com

File Formats Accepted: JPEG or PNG only for images; EPS or PNG for logos.

Product Alert Ads

Quantity Needed	Ad Type & Dimensions - All listed creative needed for each Product Alert Sponsorship	File Size
1	728x90 leaderboard	40K; static
1	300x50 mobile leaderboard	40K; static
2	250x250 Product Squares - <i>Recommended that a logo, product name, or collection be included on creative</i>	40K; static
1	Logo - must be EPS or transparent PNG	N/A - will be resized