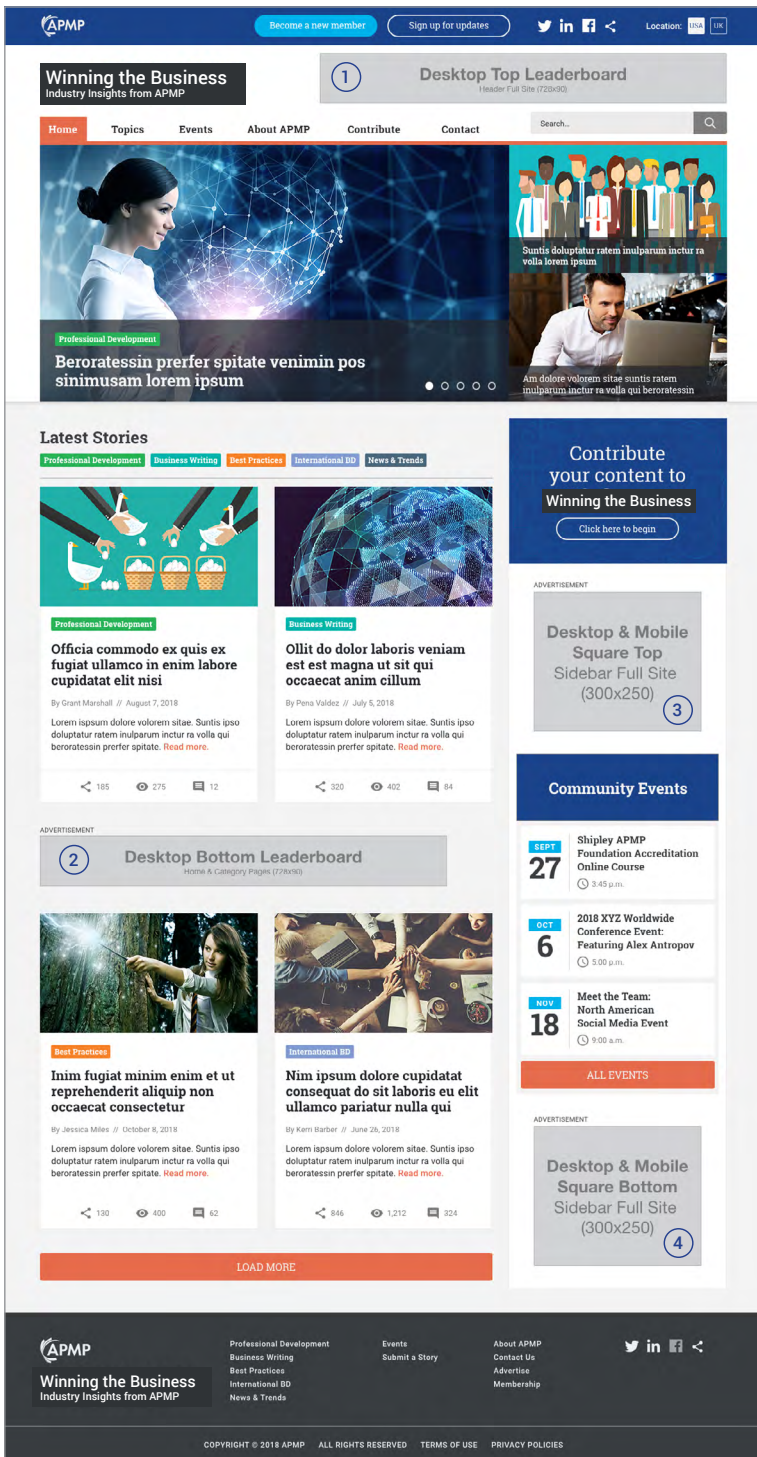




Digital Ad Specs and Guidelines



Digital Ad Sizes

- ① Leaderboard (header full site)
728x90 desktop and 234x60 mobile
Reserved for APMP platinum sponsors
- ② Leaderboard (home and category ad pages only)
728x90 desktop and 234x60 mobile
- ③ Square (sidebar top full site)
300x250 desktop and mobile
Reserved for APMP sponsors
- ④ Square (sidebar bottom full site)
300x250 desktop and mobile

Desktop Top Leaderboard
Header Full Site (728x90) ①

Desktop & Mobile Square Top Sidebar Full Site
(300x250) ③

Mobile Top Leaderboard
Header Full Site (234x60)

Desktop Bottom Leaderboard
Home & Category Pages (728x90) ②

Desktop & Mobile Square Bottom Sidebar Full Site
(300x250) ④

Mobile Bottom Leaderboard
Header Full Site (234x60)

Digital Ad Artwork Material Requirements

- All images must be 72 DPI
- Convert all CMYK images to RGB
- File size should not exceed 1 MB
- Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, HTML
- Animation allowed (unless otherwise specified by APMP)

For additional advertising information and pricing, please contact Tony Round at tony.round@apmp.org.