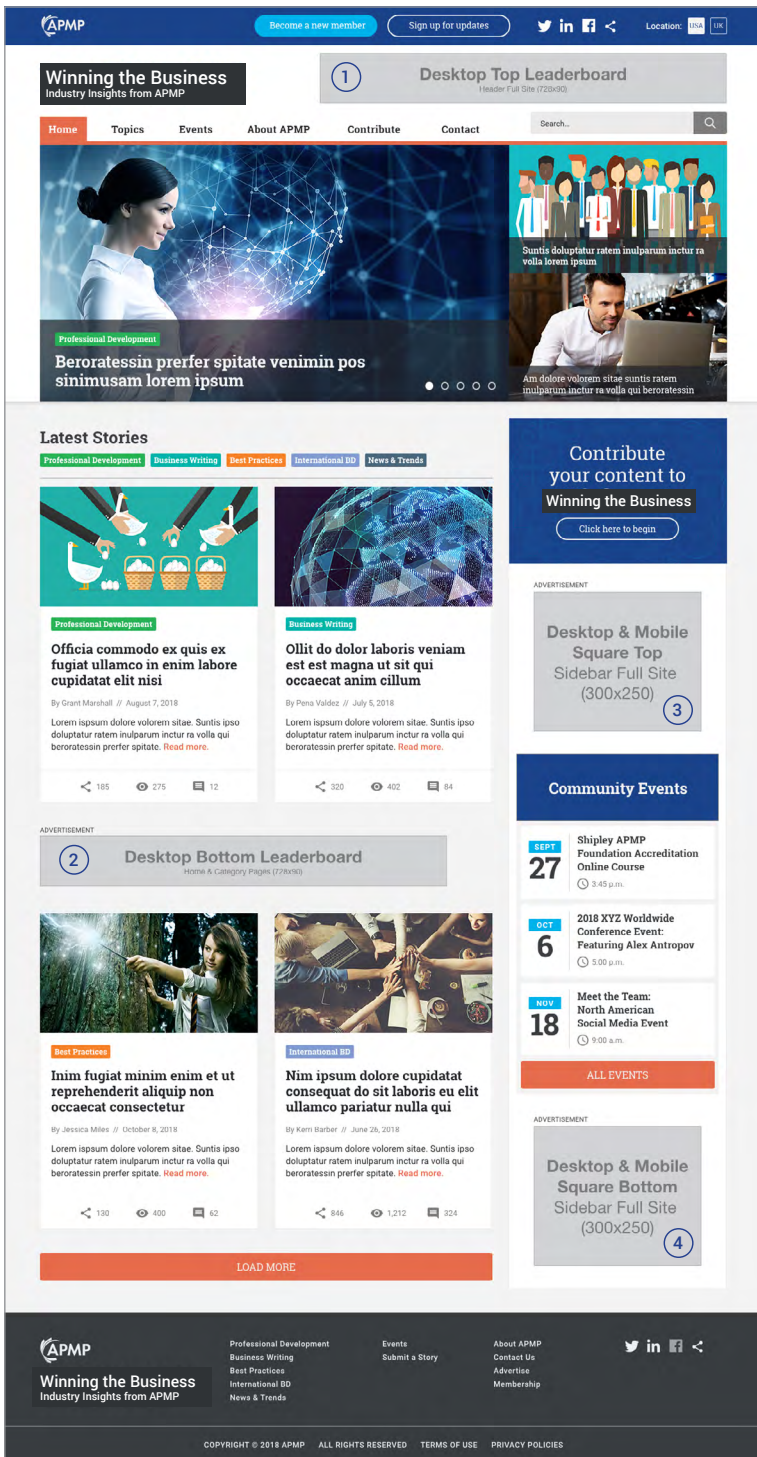




# Digital Ad Specs and Guidelines



## 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](mailto:tony.round@apmp.org).