

Standard Display Specs

Ad unit name	Dimensions (W x H in pixels)	Max File Weight		Animation	Alt Text (optional)	3rd Party	Image Rotation
		GIF/JPG	HTML 5				
970x250	970x250 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Button	88x31 px	15 KB	N/A	No animation	12 char. max	Yes	6 creatives max per campaign
Half Page	300x600 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Leaderboard	728x90 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Long Marquee	300x60 px	15 KB	50 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Marquee	234x60 px	15 KB	50 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Messaging Plus	300x250 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Messaging Plus 100	300x100 px	50 KB	100 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Skyscraper	160x600 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Super Leader	970x66 px	50 KB	200 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign
Window	120x90 px	25 KB	50 KB	30 sec max	60 char. max	Yes	6 creatives max per campaign

HTML5 accepted for standard display ads – see [HTML5 Guidelines](#)

All creatives must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Internet Explorer, Firefox, Google Chrome and Safari for Mac OS X. If the rich media creatives will not display properly in a browser, a default GIF/JPG must be shown.