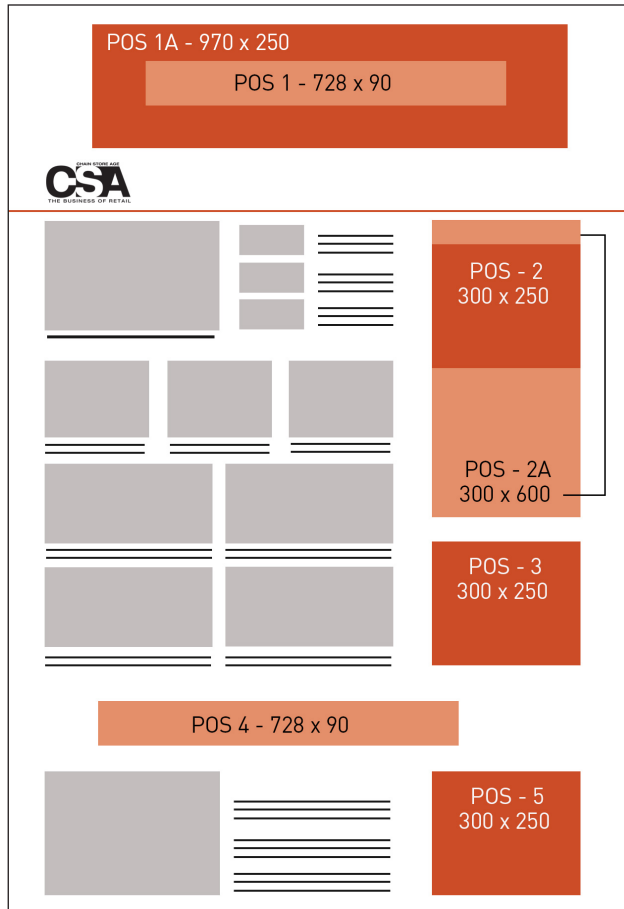


CSA Website Ad Specifications



Ad sizes	Size (px)	File size
Billboard	970x250	250kb
Leaderboard	728x90	100kb
Mobile Leaderboard	320x50	50kb
Medium Rectangle	300x250	100kb
Large Rectangle	300x600	200kb

General Specifications (all ads)

- Animation length - 15 seconds max
- Max three rotations/loops

Standard Ads

- JPEG, GIF and PNG accepted
- Provide click-through url
- RGB
- We do not accept tracking pixels, but will accept a third-party impression url

HTML 5 Ads

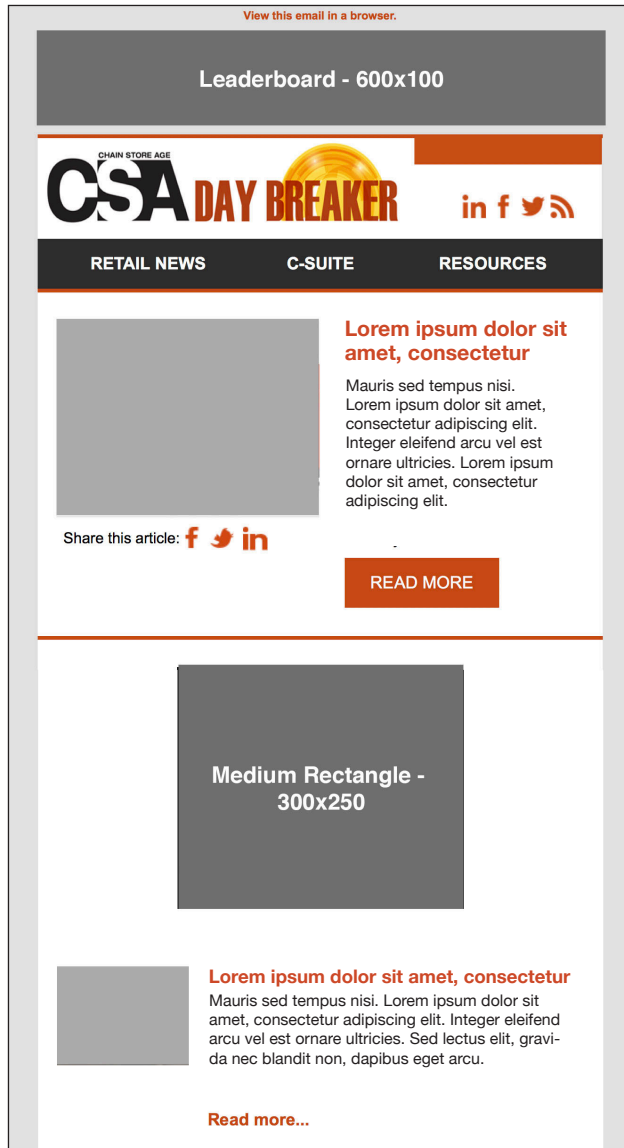
- We do not accept tracking pixels, but will accept a third-party impression url
- We allow 200kb (compressed) initial load and a 300kb for total creative size for HTML5 files
- Initial load is restricted to 10 files
- Eliminate or minimize render blocking scripts like CSS and Javascripts during initial load
- Please compress using the gzip utility

Third-Party Tags

- Click-through must open in new browser window
- Flashing, high contrast, fast moving and bright color animation are not recommended
- Ads will be served into a SafeFrame
- Ad must not exceed 10 file requests during initial file load. Additional files can be loaded during host initiated subload.
- Eliminate or minimize render blocking scripts like CSS and Javascripts during initial load
- Testing of creatives across browsers should be done prior to submission
- Include clear instructions for implementation with DoubleClick for cache-busting/click tracking
- We do **NOT** accept retargeting pixels
- Tracking pixels must be part of the third-party tag

Audio and video - user initiated on click (we do not provide player); max length 15 seconds

CSA Newsletter Ad Specifications



Ad sizes	Size (px)	File size
Leaderboard	600x100	40kb
Medium Rectangle	300x250	40kb

- JPG and GIF are accepted
- Provide click-through url
- Animation length - 15 seconds max
- Max three rotations/loops
- RGB
- We do not accept tracking pixels, but will accept DoubleClick click tags
- No Flash/SWF files or third-party tags
- We recommend that if your ad has a white background, you add a border. We do not provide borders for ads.

NOTE: We accept animated gifs, but they do not animate for recipients using Microsoft Outlook 2007, Outlook 2010, Outlook 2013, Outlook 2016 and Windows Phone 7. If using animation, make sure your first frame has all pertinent information in case the frames do not rotate.

CSA Digital Ad Specifications

GENERAL FOR ALL ADS

- We recommend changing or rotating creatives at least once a month.
- **We recommend that the minimum font size is 10 pt**
- **We recommend that if your ad has a white background that you add a border. We do not provide borders for ads.**
- The smaller your ad's file size, the quicker the ad will load for the user.
- We do not accept Flash/SWF files on any of our products as many internet browsers will not support them.
- We do **NOT** accept retargeting pixels.
- For best practices, see IAB's guidelines: https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio_FINAL_2017.pdf