

# BANNER ADS

# Creative Specs

**Desktop Size:** ▶

Leaderboard:	728 x 90 pixels
Medium Triangle:	300 x 250 pixels
Half Page on Article Page:	300 x 600 pixels

**Mobile Size:** ▶

Rectangle:	300 x 250 pixels
Wide Banner:	320 x 50 pixels

**File Types:** ▶ gif, jpg, png or html 5

**File Size Requirements:** ▶

Gif = under 40kb
Jpeg = under 40kb

**Ad Loop:** ▶ One loop

**Ad Design:** ▶ Must have border

# Deadlines

**File Types:** ▶ If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:  
[creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)

## Creative Specs

**Size:** > Sliding Billboard; two pieces:  
Pencil = 972 x 90 pixels  
Drop Down = 972 x 300 (max) pixels  
Watermark Wrap: 1630 x 1275 pixels Top 126px  
Desktop Interstitial: 550 x 450 pixels

- Design Specs:** >
- Must have border
  - If animated, no longer than 8 seconds
  - No file size restrictions
  - ClickTags not required

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