

2024 DIGITAL ADVERTISING SPECIFICATIONS

AD TYPE	SIZE SPECIFICATIONS	FILE FORMAT & DESCRIPTION
WEB ADVERTISING		
Super Top Leaderboard	970 x 90 (60k max)	Website ad top of site (png, jpg or gif format)
Top Leaderboard	728 x 90 (50k max)	Website top right rail (png, jpg or gif format)
Anchor Leaderboard	300 x 600 (80k max)	Website ad bottom of site (png, jpg, or gif format)
Top Medium Rectangle	300 x 250 (50k max)	Website middle right rail (png, jpg or gif format)
Middle Large Rectangle	300 x 600 (80k max)	Website ad bottom of site (png, jpg, or gif format)
Smartphone Banner 300 x 50 (25k max)	300 x 50 (25k max)	Mobile banner (png, jpg or gif format)
Site Takeover: Top Super Leaderboard, Top Medium Rectangle, Middle Large Rectangle, Anchor Leaderboard	970 x 250 (150k max) Website ad top of site 300 x 250 (50k max) Website top right rail 300 x 600 (80k max) Website middle right rail 728 x 90 (50k max) Website ad bottom of site 300 x 50-Top mobile banner (25k max)	png, jpg or gif format
NEWSLETTER & EMAIL ADVERTISING		
SBJ Daily Email	728 x 90	Ad runs in-stream of editorial copy (png, jpg or gif format)
Newsletters	650 x 250	Ad runs in-stream of editorial copy (png, jpg or gif format)
PODCASTS & VIDEO ADVERTISING		
Podcast Sponsorships	Opening :15 or 30 VO words and closing :30 or 60 VO words	SBJ voiceover talent or client-supplied .wav or other standard audio file
I Factor Podcast	One :15 plus two :30s client-supplied spot	.wav or other standard audio file
Spotlight Full Sponsorship	:30, :60 or :90 spot	EPS logo and :30, :60 or :90 commercial (MP4 or other standard video format)
Spotlight Commercial Sponsorship	:30, :60 or :90 spot	Simple branding commercial video spot (MP4 file or other standard video file format)

CONTACT INFORMATION

PLEASE SEND MATERIALS TO:

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Please use file transfer software of your choice, such as WeTransfer or Dropbox, and alert Megi Beqiraj

