

# Digital Ad Specs and Creative

All publications

## Web Banners (Desktop and Mobile)

Creative Unit	Initial Dimensions (W x H in inches)	Max Initial File Load Size	Submission Lead Time	Notes
Leaderboard (ROS)	728 x 90	50 KB	2 weeks	<b>Auto-initiated audio not allowed.</b> <b>Recommend developing flash creatives to be viewable in Flash Player Version 8 or lower.</b> <b>Both ActionScript2 and ActionScript3 used in Flash are acceptable.</b>
Medium Rectangle (ROS)	300 x 250	50 KB	2 weeks	
Mobile	320 x 50	50 KB	2 weeks	
<b>Recommended Formats (must meet IAB Guidelines)</b>				
HTML5	Animated Gif			<b>No auto-expansion, auto-audio.</b> <b>Limit animation to 15 seconds.</b> <b>Limit looping animation to a maximum of 3x.</b> <b>Third party tags allowed so long as they meet IAB Guidelines.</b>
JPG	Rich			
GIF				
Ask about others				
<b>Submit banners to your AmeriForce Media sales rep.</b>				

### eNewsletter Sponsorships (sent weekly on Mondays)

**Header Banner** – 728 x 90 (same recommended formats as for Web)

**Native Advertorial** – 300-word article + 300 x 250 image + link

**Footer Banner** – 728 x 90

**Submission time:** 2 weeks

### Holiday eMail Sponsorships (AmeriForce content)

Suggested holidays: Military Appreciation Month; Mother’s and Father’s Day; Memorial Day; 4<sup>th</sup> of July; Veteran’s Day; Thanksgiving; Christmas (others upon request)

**Header Banner** – 728 x 90 (same recommended formats as for Web)

### Dedicated eMails (client-driven)

These are sent on Tuesdays and Thursdays only — first-come-first served. Content placed into AmeriForce media eMail template. Only sent to database upon written client approval.

Two methods for deliverable:

- 1. Raw Content:**
  - Text (not to exceed 500 characters)
  - Logo and link
  - Graphic and link
- 2. HTML-ready file:** Not to exceed 600 pixels wide. Links must be included in the file.

### Magazine Digital Edition Billboard Ads

Advertisers with a full-page ad inside any AmeriForce Media magazine may have that ad also carried to the premium position next to the cover. First-come-first-served. No added deliverables required, but a second ad may be submitted for this position. Ask your AmeriForce sales rep for pricing and details.

**Contact for more information:**  
**Digital@AmeriForceMedia.com**

