



## SUBMIT DIGITAL ADVERTISING

Creative units must be submitted to your designated digital operations coordinator a minimum of 2 business days prior to the campaign launch for standard media and 5 business days prior to the launch for rich media to enable thorough testing. Failure to supply creative materials by the established deadline may result in the delay or rescheduling of the ad campaign.

**SUBMIT CREATIVE UNITS VIA EMAIL:**  
mbromano@endeavorbusinessmedia.com

Send creative files attached to, not embedded in, your email.

Creative submissions should include the following:

- Advertiser name
- Site name
- Detailed placement instructions
- Creative files
- Alternate text (30 character limit, if applicable)
- Linking URLs - linking URLs must be based on domain name and cannot be the IP address (i.e., [http:// 67.228.166.146](http://67.228.166.146))

Flash is NOT an approved format, only HTML5-compliant creatives are accepted.

**IMPORTANT:** The creation of ad types using HTML5 is the responsibility of the advertising partner. Adhere to the following HTML 5 Guidance: <http://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

Ad Type	Ad Unit Size	File Size (GIF/JPEG/PNG)	File Size - Initial Max (HTML 5)	File Size - Polite Max (HTML 5)	Video Load Size	Expansion Dimensions (Close Button Required)	Max Animation Time & Looping	Video FPS Max	Audio/ Video/ Expansion Initiation
Medium Rectangle	300x250	50k	150k	250k	2MB	600x250	:15 animation, :30 for video, 3 loops max	30fps	User initiated on click
Half Page	300x600	150k	200k	300k	2MB	600x250	:15 animation, :30 for video, 3 loops max	30fps	User initiated on click
Leaderboard	728x90	50k	150k	250k	2MB	728x315	:15 animation, :30 for video, 3 loops max	30fps	User initiated on click
Super Leaderboard	970x90	150k	200k	300k	2MB	970x415	:15 animation, :30 for video, 3 loops max	30fps	User initiated on click
Billboard	970x250	150k	200k	1MB	2MB	–	:15 animation, :30 for video, 3 loops max	30fps	User initiated on click
Mobile Banner	300x50	30k	100k	150k	2MB	–	:15 animation, :30 for video, 3 loops max	30fps	–
Mobile Adhesion Banner	300x50	30k	–	–	–	–	Static	–	–
Wallpaper	<ul style="list-style-type: none"> <li>Ad Specs: 1658x1058 and a companion transparent 300x250.</li> <li>The (site name) header will cover about 100 pixels of the background image.</li> <li>The website content is about 972 pixels wide.</li> <li>The background image will expand and contract with the screen size – as the screen gets smaller the image contracts toward the upper left hand corner and vice versa as it expands.</li> <li>We recommend not placing any important text on the background image – that should be an extension of your brand.</li> <li>Important text should be reserved for the companion 300x250 transparent image in the center.</li> </ul>								

## THIRD-PARTY NETWORKS

- We accept creative from most major ad serving networks (please inquire).
- Third-party tags must be live at the time of submission to enable thorough testing before launch.
- Reporting access must be provided for all third-party served campaigns.

## REPORTING & DISCLAIMERS

- The digital operations department will provide reporting — campaign launch and campaign expiration — on impressions, clicks and CTR. **NOTE:** We will attempt to provide the same reporting for third-party ads but may be limited based on tagging configurations.
- Click-through tracking may not be available on ads that use embedded or compiled URL information within creative elements.
- The digital operations department reserves the right to preserve the user experience of its sites and to remove any advertisement which is deemed annoying and/or harmful to our users at any time



Endeavor Business Media is fully compliant with all Interactive Advertising Bureau (IAB) display advertising guidelines. For more information on IAB guidelines, visit [www.iab.net](http://www.iab.net).



Endeavor Business Media uses DoubleClick for Publishers (DFP) as a hosted ad serving solution for all promotional placements.