Digital Preliminary Program

The diagram below illustrates the placement of banner, full tower, and half tower ads in the digital preliminary program. Advertisers will have their choice of any of these ads on either the landing page (the first page seen when the program is opened) or the interior pages (all other pages within the program).   Ads on every page will rotate each time the page is loaded by a visitor to ensure all ads have equal visibility.

Specs
All digital ads must be sent as jpg, gif, or swf files

- Banner: 728 x 90 px
- Full Tower: 160 x 600 px
- Half Tower: 160 x 284 px

Banner Ad
728 x 90 px

Half Tower Ad
160 x 284 px

Full Tower Ad
160 x 600 px