



# 2016 DIGITAL ADVERTISING SPECIFICATIONS

## PublishersWeekly.com

### Website Advertising Specifications

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
<b>LEADERBOARD</b>	728 X 90	60 KB	:15
<b>SKYSCRAPER</b>	160 X 600	60 KB	:15
<b>BOOM BOX</b>	336 X 280	60 KB	:15

We accept jpg, gif, png, Flash and third-party tag files.

	Unit Size Pixels (W X H)	Fileweight	Audio/Video Initiation	Close Box
<b>SLIDER</b>	397x86	60kb 40KB Flash	User Initiated	mandatory

- We accept gif or jpeg format, 3rd-party ad tags for all newsletter and website ads. Gif files can be animated. All ad sizes are a maximum of approximately 60 KB.
- We accept Flash ads for [www.PublishersWeekly.com](http://www.PublishersWeekly.com).
- Rich media ads are available at premium rates.
- A URL is required for each position.

## e-Newsletters

### e-Newsletter Specifications

	Unit Measurement Pixels (W X H)	Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)	Loops
<b>LEADERBOARD</b>	728 X 90	100 KB	:15	Unlimited
<b>SKYSCRAPER</b>	160 X 600	100 KB	:15	Unlimited
<b>BOOM BOX</b>	336 X 280	100 KB	:15	Unlimited
<b>BANNER</b>	468 X 60	100 KB	:15	Unlimited

- jpps, gif and png files only
- Lead all animated ads with your most important frame.

## e-Blast

### e-Blast Campaign Specifications

Acceptable Files	Pixels (W X H)	Maximum File Size	Images
png, jpeg or gif	600 X 800	5 MB	RGB formatted
HTML	600 X 800	5 MB	*See note below

\* Images should be posted on your publicly accessible web server; use absolute code paths to point to them.

\*\* Begin animated gifs with strongest frame.

**Note:** All e-blast advertisers must provide a subject line along with the email addresses of all test recipients.

Please email subject line and email addresses to [digitalads@publishersweekly.com](mailto:digitalads@publishersweekly.com) or enter into the notes section of the portal.

## Mobile

### Mobile Advertising Specifications

Placement	Unit Measurement Pixels (W X H)	Maximum Initial Load Size	Maximum Animation Length (Seconds)
<b>MOBILE BANNER AD</b>	320 X 50	15 KB	:15
<b>MOBILE BOX AD</b>	300 X 250	30 KB	:15

- SUPPORTED CREATIVE TYPES: jpg, gif and png
- IMPLEMENTATION NOTE AND BEST PRACTICE: Ensure images are mobile web optimized; do not use Flash assets; landing pages must be optimized for mobile.

**CONTACT:** [digitalads@PublishersWeekly.com](mailto:digitalads@PublishersWeekly.com)  
 71 West 23rd Street, Suite 1608 • New York, NY 10010-4186  
 Phone: 212-377-5702 Fax: 212-377-2733  
 Attention: PW/Web Advertisement Production Dept.  
**PRODUCTION:** Mike Morris, Digital Production, Publishing Experts  
 646-807-4115 • [Mmorris@publishingexperts.com](mailto:Mmorris@publishingexperts.com)

## INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

Ads should be uploaded to:  
<https://ads4pw.sendmyad.com>

First-time users must create an account.

**Step 1:** Click "Sign up here to send ads" at top right of page.

**Step 2:** Follow instructions and create user name and password.

### UPLOAD INSTRUCTIONS

**Step 1:** Choose the newsletter, e-blast or PublishersWeekly.com for "Media Profile"

**Step 2:** Fill in required fields, choose ad type and click the "+" sign.

**Step 3:** Enter click-through URL and run dates, choose your ad unit and select the file from your hard drive.

**Step 4:** Review and confirm by clicking "Approve Ad."

You will receive an e-mail confirmation that your ad has been received and meets our specifications.

**\*Note:** all e-blast advertisers will be contacted prior to deployment with a test preview, for review and approval.

For questions or concerns regarding your materials or file submission, contact our production department: [digitalads@PublishersWeekly.com](mailto:digitalads@PublishersWeekly.com)

**We accept jpg, gif, png, Flash and third-party tag files.**