

ONLINE AD SPECIFICATIONS, FORMATS

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AMPLIFIED
DIGITAL



COLOR SPECIFICS



Red, Green, Blue



1MB
maximum file size



72 DPI (dots per inch)
actual size

ACCEPTED FILE FORMATS CAMERA READY



ACCEPTED FILE FORMATS NEW BUILD



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MECHANICAL MEASUREMENTS

Ad Unit Name	Dimensions Pixels	Max File Size
Big Ad / Mobile Big Ad	300 x 250	150 KB
Leaderboard	728 x 90	150 KB
Mobile Banner	320 x 50	150 KB
Half Page	300 x 600	150 KB
Wide Skyscraper	160 x 600	150 KB
Multi-Screen Adhesion	300 x 600	150 KB
	160 x 600	150 KB
	728 x 90	150 KB
	320 x 100	150 KB
Reveal	1920 x 600	150 KB
Reveal Mobile	800 x 250	150 KB
Billboard	970 x 250	150 KB
Paw Desktop		
Pencil	1170 x 50	150 KB
Billboard	1170 x 300	150 KB
Right Wing	500 x 800	150 KB
Left Wing	500 x 800	150 KB
Paw Mobile		
Pencil	480 x 50	150 KB
Billboard	440 x 250	150 KB