

# GIRLSLIFE.COM

## DIGITAL AD SPECS

### GENERAL NOTES

- Submit all ad creative with launch date and click-through URL(s)
- Ad units are served by Google DFP unless otherwise specified
- All ad units will/must launch a new browser window when clicked
- GL reserves the right to approve all ad creative and terminate any campaign upon discretion
- Allow a minimum of three business days lead time for all standard creative launch

### CREATIVE REQUIREMENTS

- Animated ads may loop for a maximum of 15 seconds
- Audio must be user-initiated with a clearly recognizable on/off button
- Expanding ad units must be user-initiated and include a close button
- Rich media ads must have an alternate GIF/JPG version of creative
- For additional direction, refer to IAB guidelines and best practices or reach out to GL.

| UNIT         | DESKTOP CREATIVE DIMENSIONS | EXPANDED CREATIVE DIMENSIONS | MAX INITIAL FILE SIZE | RICH MEDIA FILE FORMAT | STATIC FILE FORMAT | RICH MEDIA FILE FORMAT | PLACEMENT               |
|--------------|-----------------------------|------------------------------|-----------------------|------------------------|--------------------|------------------------|-------------------------|
| Bullseye     | 300x250                     | 500x250 (down)               | 500KB                 | HTML5                  | GIF, PNG, JPG      | JPG, GIF               | Desktop, tablet, mobile |
| Leader-board | 728x90                      | 728x180 (down)               | 500KB                 | HTML5                  | GIF, PNG, JPG      | JPG, GIF               | Desktop, tablet, mobile |
| Super-banner | 1000x40                     | 1000x120 (down)              | 500KB                 | HTML5                  | GIF, PNG, JPG      | JPG, GIF               | Desktop, tablet         |
| Half page    | 300x600                     | 960x600 (left)               | 500KB                 | HTML5                  | GIF, PNG, JPG      | JPG, GIF               | Desktop, tablet, mobile |

