

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

