

PROGRAMMATIC MEDIA PROGRAM

EXAMPLES



300x250



300x50



320x50



160x600



300x600



728x90

DISPLAY AD SPECIFICATIONS

Banners built for six sizes to include your image, messaging, logo and below specifications:

- Sizes: 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- Arizona logo must be included in artwork
- Need to be static, with no animation/HTML5
- Click-Through URL

CREATIVE SERVICES

Materials required:

- Logo files
- 3-4 photos, minimum 800px wide
- Copy - maximum 40 characters
- Call to action - URL to link to

Creative services are available upon request for additional charge.

NATIVE AD SPECIFICATIONS

- Headline: 20 characters, including spaces
- Body: 90 characters, including spaces
- Main Image: Exactly 1200x627 (1.91:1 aspect ratio)
- Max File Size: 200 KB
- Logo: Exactly 240x240 (1:1 aspect ratio)
- Brand Name: 25 characters, including spaces

PRE-ROLL VIDEO SPECIFICATIONS

- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25MB
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

**All ads will be reviewed against AZ Guidelines.*