

EXAMPLES



300x250



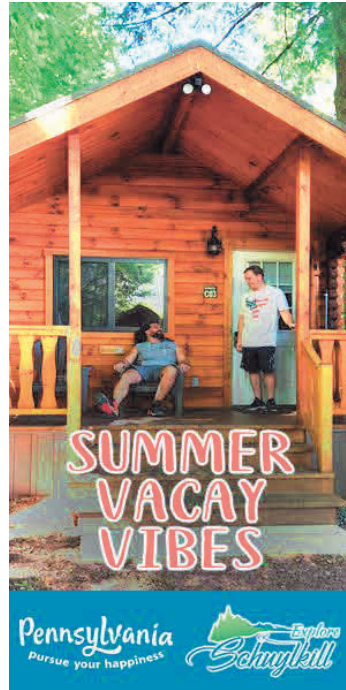
300x50



320x50



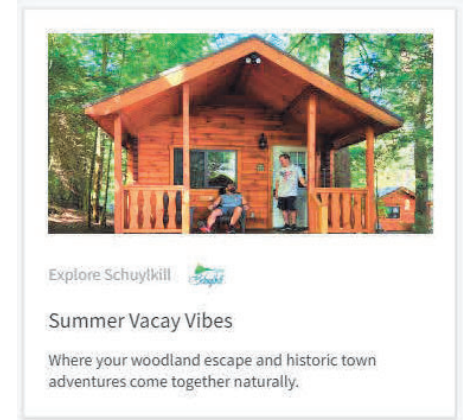
160x600



300x600



728x90



Native

**DISPLAY AD SPECIFICATIONS**

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

- Sizes: 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- Visit PA logo must be included in artwork
- Ads must be static, with no animation/HTML5
- Max File Size: 200 KB
- (1) Click-Through URL

*Creative services are available upon request for additional charge.*

**NATIVE AD SPECIFICATIONS**

- Brand/Advertiser Name: Up to 25 characters (including spaces)
- Headline: Up to 20 characters (including spaces)
- Body: Up to 90 characters (including spaces)
- Image: 1200px (w) by 627px (h), JPG or PNG
  - Max File Size: 200 KB
- Logo: 240px (w) by 240px (h), JPG or PNG
  - Max File Size: 200 KB
- (1) Click-Through URL

**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

**CREATIVE SERVICES**

- Materials required:
- Advertiser logo files
  - 3-4 high-resolution images, minimum 800px wide
  - Suggested Copy: Up to 40 characters (including spaces)
  - Call-to-Action: Up to 20 characters (including spaces)
  - Click-Through URL

*\*All ads will be reviewed against PA Guidelines.*