

Advertising Opportunities Spec Sheet

Ad Type	Ad Space Size (pixels)	Format	Max File Size	Animation Allowed	Audio
Banner Advertising <i>Partner, Login, CEU, Pending CEU</i>	1000w x 200h px	Animated GIF, PNG, JPEG	Standard Creative – 60k per frame Animated GIF - 250k	Yes, GIF 15 seconds or less	No
AO Weekly Enews Ad	1200w x 338h px	GIF, JPEG	Standard Creative – 90k	No	No
Right Side Banner	300w x 600h	JPEG, PNG	350k	No	No
Premier Ad	230w x 215h px expanded size: 740w x 215h px	JPEG	Standard Creative – 90k	No	No
Value Ad	300w x 250h px	GIF, JPEG	Standard Creative – 90k	Yes	No
Video Spotlight	320w x 240h px <i>widescreen videos will be adjusted to fit format</i>	1080 HD	—	Yes, video 3 minutes or less	Yes
Course Spotlight	Space features company name, course title, and registration link on the homepage and continuing education landing page.				

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Desktop/Laptop View	Mobile Phone Views	Mobile Tablet View	File Size
300w x 600h px - base 900w x 600h px - expanded	1. 640w x 200h px - base 640w x 400h px - expanded 2. 1472w x 200h - base 1472w x 400h - expanded	1. 1532w x 400h px - base 1532w x 800h px - expanded 2. 2048w x 400h - base 2048w x 800h - expanded	500kb or less

- Two panes only (closed ad and open ad)
- Basic/minor rollover functionality available (no complex navigation)
- Single embedded video (must be available on Vimeo or YouTube) or a link to another site (e.g., company website, social media)
- Layered Photoshop (.psd) files are preferred OR .jpg files. *(Please provide a version of the expanded files without a CTA button.)*
- If there are certain fonts you want to use for the buttons, please provide that as well.

Creative support for ad development is available. Final approvals and deadline dates will be provided to ensure timely process.

LEARN MORE

For questions about ad specs, please contact:
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