

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, Career Center</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
AO Career Center Enews Ad	1200w x 338h px	GIF, JPEG	Standard Creative – 90k	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
<ul style="list-style-type: none"> • 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) • Creative support for ad development is available. Final approvals and deadlines dates will be provided to ensure timely process. (Photoshop (.psd) files are preferred) 			

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For questions about ad specs, please contact:
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