

# DIGITAL AD SPECIFICATIONS

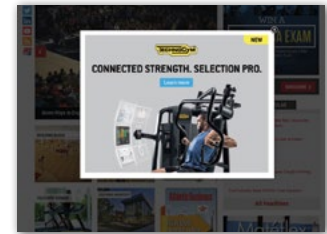
# Athletic Business

Learn more @ [athleticbusiness.info](http://athleticbusiness.info)

## WEB SPECIFICATIONS:

WELCOME AD				
DIMENSIONS:	FILE SIZE:	FILE FORMAT:	ANIMATION:	URL:
640 x 480	Up to 100 KB	Animated .gif, .gif, .jpg, .png, html5	YES (3 loops and 15 seconds maximum)	Address of web page when someone clicks ad
TOP & BOTTOM LEADERBOARD				
1000 x 90	Up to 80 KB	Animated .gif, .gif, .jpg, .png, html5	YES (3 loops and 15 seconds maximum)	Address of web page when someone clicks ad
BLOCK				
336 x 280	Up to 80 KB	.jpg, .png or non-animated .gif	NO	Address of web page when someone clicks ad
MOBILE (EXCLUSIVE)				
600x100	Up to 50 KB	gif, .jpg, .png	NO	Address of web page when someone clicks ad
SPECIAL PLACEMENT				
640 x75	Up to 80 KB	gif, .jpg, .png	NO	Address of web page when someone clicks ad

## WELCOME AD



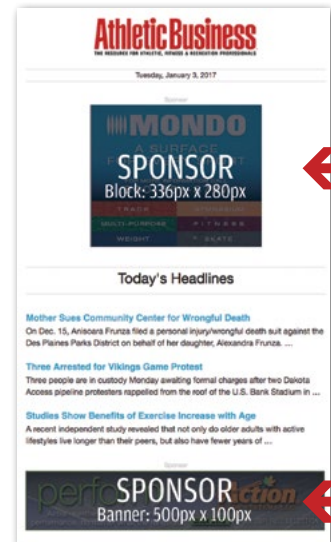
## LEADERBOARD



BLOCK

## E-NEWS SPECIFICATIONS:

E-NEWS BLOCK				
DIMENSIONS:	FILE SIZE:	FILE FORMAT:	ANIMATION:	URL:
336 x 280	Up to 80 KB	.jpg, .png or non-animated .gif	NO	Address of web page when someone clicks ad
E-NEWS BANNER				
500 x 100	Up to 50 KB	JPG or non-animated GIF	NO	Address of web page when someone clicks ad



E-NEWS BLOCK

E-NEWS BANNER

\*For more information about Premium Partnerships, contact your account executive.

## TECHNICAL QUESTIONS?

CONTACT MARJORIE SCHULTZ | DIGITAL PRODUCTION MANAGER  
(608) 729-4208 | [marj@athleticbusiness.com](mailto:marj@athleticbusiness.com)

## SCHEDULE YOUR DIGITAL AD TODAY!



**DIANE EBNER**

WEST COAST SALES  
Media Director | (608) 729-4189  
[diane@athleticbusiness.com](mailto:diane@athleticbusiness.com)



**MICHAEL GAIO**

EAST COAST SALES  
Account Executive | (608) 729-4216  
[michael@athleticbusiness.com](mailto:michael@athleticbusiness.com)