



## DIGITAL AD SIZES

### Skipjumpplay.com

- 300 x 250 medium rectangle
- 728 x 90 top leaderboard
- 300 x 100 small rectangle
- 468 x 60 calendar sponsorship
- 640 x 480 landing page takeover
- 320 x 50 mobile banner

### Enews Banner

- 300 x 100 small rectangle
- 300 x 250 medium rectangle
- 728 x 90 bottom banner

### Enews Content Box

- 180x120 image (or send a high-res file and we will format)
- Up to 135 characters of text, including spaces and punctuation

### Dedicated Enews or Digital Edition

Please provide:

- Logo thumbnail: 125 x 75
- Skyscraper banner: 160 x 600
- Horizontal banner: 535 x 75
- Top leaderboard: 728 x 90
- Medium rectangle: 300 x 250
- High-resolution logo asset

### Additional Banner Ad Specs:

- Max initial file size: 40K
- Total animation: 15 seconds
- Other details: 1px border
- Site-served Flash, .gif, or approved thirdparty tags accepted

*Skipjumpplay advertising specifications and guidelines are in compliance with the IAB's Interactive Marketing Unit Standards.*

## AD SUBMISSION

Enews ads must be static; online ads may be animated (provide static version for backup).

Please provide:

- .png, .jpg, .gif or .wav file under 100k; ad dimensions must be exactly to spec
- URL you wish ad to link to. If you plan to self-monitor clicks/transfers, we suggest providing a tracking URL.

Email ads as attachments to:

*production@skipjumpplay.com*

Please put advertiser name in the subject line

## RICH MEDIA

Rich media and third-party click tags are supported

Video ads: Must be audio off

Can run for 15 seconds of animation or three loops;

initial/polite load cannot exceed 100k

## SERVICES

Design and ad production work is billed at \$75/hour,

\$50 minimum

Campaign performance reports provided upon request

(allow two business days)

Geotargeting is available

Services provided by Moab Solutions

## TIPS

Simple gets the click!

Successful web ads have:

- More graphics, less text
  - Clear call to action
  - Contact info not necessary
  - See print vs. web ad comparison, below
- Dedicated Enews or Digital Edition  
Complimentary rather than identical ad content is recommended  
Time sensitive ads  
Provide undated version of banner if your campaign date ends after the event  
File too big  
• Save as RGB; 72 or 96 DPI.  
• .gif files – reduce number of colors used (128 bit or lower).  
• Save at lower quality.