2019 Digital Ad Specs
Content Solutions

FA FINANCIAL ADVISOR

FA's General Policy includes:
- All assets are due (10) business days prior to launch
- All content subject to approval by FA
- All images are limited to charts, graphs and infographics
- All images and links must support and relate to content
- Links to forms are not allowed
- Blocking tags are not accepted

CONTENT	UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	GUIDELINE
Sponsored	**Article Copy**	Copy created by FA	N/A	N/A	N/A	Direction of desired topic for writer
	Headline	Name of paper; appears on homepage	N/A	N/A	N/A	<8 words
	Teaser Text	Description of article to garner interest; appears on homepage and newsletter	N/A	N/A	N/A	<20 words or <120 characters
	Traffic Drivers	(2) text inserts in FA News & (1) text insert in a specialty topic edition	N/A	N/A	N/A	<20 words or <120 characters
	(1) Premium ROS Traffic Driver Subject to availability	Leaderboard: 728x90	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Skyscraper: 160x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Half Page: 300x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 250KB
	Logo	120x60	GIF or JPEG	Static	N/A	Max File Size Static (GIF, JPEG) 40KB
	Targeted Companion Banners*	Leaderboard: 728x90	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Skyscraper: 160x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
		Half Page: 300x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
	Optional	3rd Party Tracking Pixels	N/A	N/A	N/A	Click or Impression only
Native	**Article Copy**	Copy created by client	N/A	N/A	N/A	<1,500 words
	Headline	Name of paper; appears on homepage	N/A	N/A	N/A	<8 words
	Teaser Text	Description of article to garner interest; appears on homepage and newsletter	N/A	N/A	N/A	<20 words or <120 characters
	Traffic Drivers	(2) text inserts in FA News & (1) text insert in a specialty topic edition	N/A	N/A	N/A	<5-15 words
	Optional	3rd Party Tracking Pixels	N/A	N/A	N/A	Click or Impression only

*Additional fee applies

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