

# 2023 Digital Ad Specs

## Display Media



### Financial Advisor magazine's General Policy includes:

- Creative is due (5) business days prior to launch or risks delay in launch
- Static banners are strongly recommended as a best practice
- All 3rd party tags (creative serving and tracking-only) and accompanying technologies being served by the tags must be declared, SSL Compliant (HTTPS) and approved by *Financial Advisor* magazine
- Blocking tags are not accepted
- Ads with white background require a 1 pixel border
- Assets must be hosted and served via approved third party platform (ex: DCM, Flashtalking, or Sizmek)
- Maximum creative weights are inclusive of all scripts and third parties brought in with the creative
- Flash content and Flash fallback (SWFs and FLVs) are not accepted
- Audio not recommended but permitted audio on click
- Maximum of 4 individual creatives in rotation at one time, unless otherwise specified for a particular placement
- *Financial Advisor* magazine must be made aware of any and all blocked keywords prior to campaign launch
- All placements transacting on viewability must meet the digital specifications required and be agreed upon prior to launch
- *Financial Advisor* reserves the right to refuse or pause any placement if creative does not conform to it's digital ad specifications

PLATFORM	AD UNIT	AD DIMENSIONS	FILE TYPE	MAX LENGTH	MAX LOOPS	GUIDELINE
Desktop & Tablet	Leaderboard	728x90	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Billboard	970x250	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Skyscraper	160x600	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Right Rail	300x250, 160x600 or 300x600	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Left Hand Half Page	300x600	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG JPEG) 200KB
	Interstitial	640x480	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 400KB; Max File Size (Static, GIF, PNG, JPEG) 350KB
	Large Interstitial	970x420	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 300KB; HTML5 Max File Size (Subload) 600KB; Max File Size (Static, GIF, PNG, JPEG) 350KB
Mobile Takeover	Mobile Interstitial	300x250	3rd party tag, Rich Media, GIF/Animated GIF, PNG or JPEG with URL	:15 sec auto-close	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size Static (GIF, PNG, JPEG) 200KB
	Mobile Rectangle	300x250 (Top, Middle, Bottom)	3rd party tag, Rich Media, GIF/Animated GIF, PNG 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, PNG, JPEG) 200KB

For help or more information, contact [digitalops@fa-mag.com](mailto:digitalops@fa-mag.com)