

AD SPECS	Leaderboard	Skyscraper	Medium Rectangle	Half Page	Homepage Button	Broker Center	Databoard Sponsorship	ETF Text Link	Mobile**
Dimensions	728 x 90	160 x 600	300 x 250	300 x 600	170 x 40	170 x 40	88 x 31	Text Only: 42 Characters (includes spaces)	320 x 50 (or 300 x 50)
Placement	Top of Page (above navigation)	Left Rail	Right Rail Flex	Right Rail Flex	N/A	Top of Page (above navigation)	Below Sponsored Databoard	Right Rail Mid-Fold	Bottom (scrolls with page)
File Formats	GIF, JPG, PNG, SWF,* Rich Media	GIF, JPG, PNG, SWF,* Rich Media	GIF, JPG, PNG, SWF,* Rich Media	GIF, JPG, PNG, SWF,* Rich Media	GIF, JPG, PNG (static only)	GIF, JPG, PNG	GIF, JPG, PNG (static only)	Standard Text	GIF, JPG, PNG (static only)
Maximum File Size	40k	40k	40k	40k Standard Ad 50k Rich Media	10k Standard Ad No Rich Media	10k Standard Ad No Rich Media	10k Standard Ad No Rich Media	N/A	15k Standard Ad No Rich Media
Polite File Size	100k polite download & up to 3 subsequent loads of 50k each	100k polite download & up to 3 subsequent loads of 50k each	100k polite download & up to 3 subsequent loads of 50k each	100k polite download & up to 3 subsequent loads of 50k each	N/A	N/A	N/A	N/A	N/A
Maximum Panel Size	N/A	N/A	610 x 250 Expands Left	N/A	N/A	N/A	N/A	N/A	N/A
Expansion Initiation	N/A	N/A	User Mouse Over or by Click	N/A	N/A	N/A	N/A	N/A	N/A
Audio Initiation	User-Initiated by Click	User-Initiated by Click	User-Initiated by Click	User-Initiated by Click	N/A	N/A	N/A	N/A	N/A
Video Initiation	Auto or User	Auto or User	Auto or User	Auto or User	N/A	N/A	N/A	N/A	N/A
Audio/Video Duration	Up to 30 seconds (4 Loop Maximum)	Up to 30 seconds (4 Loop Maximum)	Up to 30 seconds (4 Loop Maximum)	Up to 30 seconds (4 Loop Maximum)	N/A	N/A	N/A	N/A	N/A
Ad Serving Method	3rd Party	3rd Party	3rd Party	3rd Party	3rd Party or Site Served (client hosted click & impression tags)	3rd Party or Site Served	3rd Party or Site Served (client hosted click & impression tags)	Site Served (client hosted click url)	3rd Party or Site Served (client hosted click & impression tags)

*All SWF files must have back-up JPG files for non-Flash platforms. Frame rate: 12-15 fps preferred, 18 fps accepted provided file size does not exceed maximum file size as stated above.

**Tablet advertising use the same specs as non-mobile ads with the exception that no SWF files or Rich Media are accepted. Please supply back-up JPG, PNG or GIFs for ad units that are served to tablets.