

DIGITAL SPECIFICATIONS



Digital Display Formatting

File format	.jpg, .gif, .png
File size	Maximum 40k
Resolution	72 dpi
Animation	Maximum 10 seconds.

Digital Display Dimensions

Description	Width (Pixels)	Height (Pixels)
Pop Up Rectangle	300	250
Half-page Banner	300	600
Medium Rectangle	300	250
Homepage Rectangle	300	250
Leaderboard	728	90
Sponsored Edition, preformatted	600	1,500 maximum

Sponsored Content and E-Newsletter Formatting

Text file format	.doc, .txt
Image format	.jpg, .png
Image resolution	72 dpi
Video format	.mp4
Medium Rectangle	300 x 250

Sponsored Content and E-Newsletter Dimensions

Description	Words	Images	Width (Pixels)	Height (Pixels)	Video Minutes
Sponsored Facebook post	50	1	504	504	5
Sponsored e-news story	50	1	640	360	5
Sponsored web story	350	12	640	360	5
Sponsored edition, templated	500	3	600	1,200	n/a

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