

Ad Specs for Site Selection

Description	Dimensions	Size	File Types	Notes
Full Banner	468 x 60	25k	gif, jpg, swf	animation is fine, but must adhere to 25k max file size
Button 2	120 x 60	18k	gif, jpg, swf	animation is fine, but must adhere to 18k max file size
Square Button	250 x 250	25k	gif, jpg, swf	animation is fine, but must adhere to 25k max file size
Skyscraper	120 x 600	25k	gif, jpg, swf	animation is fine, but must adhere to 25k max file size
Development Alliance	180 x 150	18k	gif, jpg, swf	animation is fine, but must adhere to 18k max file size
Directory Sponsorship	250 x 250 & 468 x 60	25k	gif, jpg, swf	animation is fine, but must adhere to 25k max file size
Directory Listing Sponsorship	125 x 125	18k	gif, jpg, swf	animation is fine, but must adhere to 18k max file size
DALFIS Leaderboard	728 x 90	40k	gif, jpg,	animation is fine, but must adhere to 40k max file size
Interstitial Video Ad - Floating	250 x 250 or 300 x 250	80k	swf, or flv 18 fps	10 seconds max, if no user interaction - 30 seconds total. "Close X" required, and 16pt max font size. On click only Audio. Size depending on placement
White Papers	120 x 60 Logo Size	18k	gif, jpg,	2,500 to 5,000 word pdf
Online Insider	250 x 250 & 234 x 60	25k	gif, jpg, swf	animation is fine, but must adhere to 18k & 25k max file size
Homepage Half Banner	234 x 60	25k	gif, jpg, swf	animation is fine, but must adhere to 25k max file size

NEWSLETTERS INCLUDE: SiteNet Dispatch, The Energy Report, Life Sciences Report, Impact Report, and the Digital Edition Announcement

*Skyscraper for Newsletters	120 x 600	40k	*gif, jpg	*animation is fine, but must adhere to 40k max file size
*Leaderboard for Newsletters	728 x 90	40k	*gif, jpg	*animation is fine, but must adhere to 40k max file size
*Digital Edition Sponsorship	468x60 & x1a pdf	25k n/a	*gif, jpg pdf	*animation is fine, but must adhere to 25k max file size. 300dpi pdf - no cut lines

* A special note for animated gifs going in Email Newsletters. Due to the constraints of certain email programs, the first frame of any animated gif must contain the entire graphic. Some email programs such as Outlook 07 do not support animated gifs. Only the first frame of the animation will be displayed. For all other users, the animation will play normally.

Note: gif files may not contain transparent color. swf files must include an embedded url.

Submitting Files: Attach the gif, jpg, or swf to an e-mail referencing the client name. Address the e-mail to: **webmaster@conway.com**. You will receive an e-mail confirming receipt and acceptability.

Third-Party Networks: We accept creative from most major ad serving networks (please inquire).