



## Digital Ad Specifications

/// FILE SIZE SHOULD BE NO MORE THAN 40K FOR A SIMPLE IMAGE AND 80-90K FOR A RICH-MEDIA AD, INCLUDING CLICK-THROUGH URL.

/// ANIMATED ADS MUST NOT EXCEED 15 SECONDS. FRAME RATE SHOULD BE 12 FRAMES PER SECOND (MAX 18 FPS).

/// ANIMATED ADS MUST BE SENT AS GIF FILES.

## Print & Digital Ad Creation

/// OUR ART DEPARTMENT OFFERS DESIGN SERVICES AND PROVIDES ONE PROOF AT NO CHARGE. ALL ADS CREATED BY NEW JERSEY FAMILY ARE THE SOLE PROPERTY OF NEW JERSEY FAMILY.

## Dedicated E-Blasts

/// ALL ARTWORK MUST BE PROVIDED AS A CAMERA-READY JPEG OR ZIPPED HTML FILE.

## Video

/// PROVIDE A DIRECT URL LINK TO THE VIDEO ON YOUR YOUTUBE/VIMEO CHANNEL. WE NO LONGER ACCEPT MP4 FILES.

### BILLBOARD

Desktop/tablet/mobile	970 x 400 px
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### LARGE LEADERBOARD

Desktop/tablet/mobile	970 x 250 px
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### BIG BOX

Desktop/mobile	300 x 250 px
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### DOUBLE BIG BOX

Vertical	300 x 600 px
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Horizontal	600 x 300 px
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### FLYOUT (TWO IMAGES)

Desktop/mobile	300 x 600 px
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### SLIDE-IN

Desktop/mobile	300 x 600 px
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### ADHESION AD

Desktop	1190 x 90 px
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Tablet	718 x 90 px
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Mobile	310 x 50 px
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### NEWSLETTERS

Leaderboard	600 x 120 px
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Horizontal Double Big Box	600 x 300 px
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Dedicated E-blast	650 x 800 px
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