

## Online Advertising Specifications

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Ads will be placed on specified pages within the Nutrition and Food Web Archive (NAFWA) Web site. The NAFWA Web site supports the following ad dimensions for IAB standard banners.

### Supported Dimensions\*

#### **Rectangles**

- 300 x 250 IMU - (Medium Rectangle)
- 250 x 250 IMU - (Square Pop-Up)
- 240 x 400 IMU - (Vertical Rectangle)
- 336 x 280 IMU - (Large Rectangle)
- 180 x 150 IMU - (Rectangle)

#### **Banners and Buttons**

- 468 x 60 IMU - (Full Banner)
- 88 x 31 IMU - (Micro Bar)
- 120 x 90 IMU - (Button 1)
- 120 x 60 IMU - (Button 2)
- 125 x 125 IMU - (Square Button)
- 728 x 90 IMU - (Leaderboard)

#### **Skyscrapers**

- 160 x 600 IMU - (Wide Skyscraper)
- 120 x 600 IMU - (Skyscraper)

\* Dimensions supported are subject to change

### **Sample 250x250**



## Additional

**Ad formats:** HTML, Gif, Flash (under 50K and version 7), JPEG, & Animated Gifs

**File sizes:** No more than 20K (Gif/JPEG) and 50K (Flash 7 or less)

**Naming/Text:** Alternative text helps, so please include a max of 30 characters of text describing each banner

**Hyperlinking:** Banners may link to different pages on your website

**Text Ads:** Text ads are accepted as long as they are not misleading

## **NAFWA CONTACTS**

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