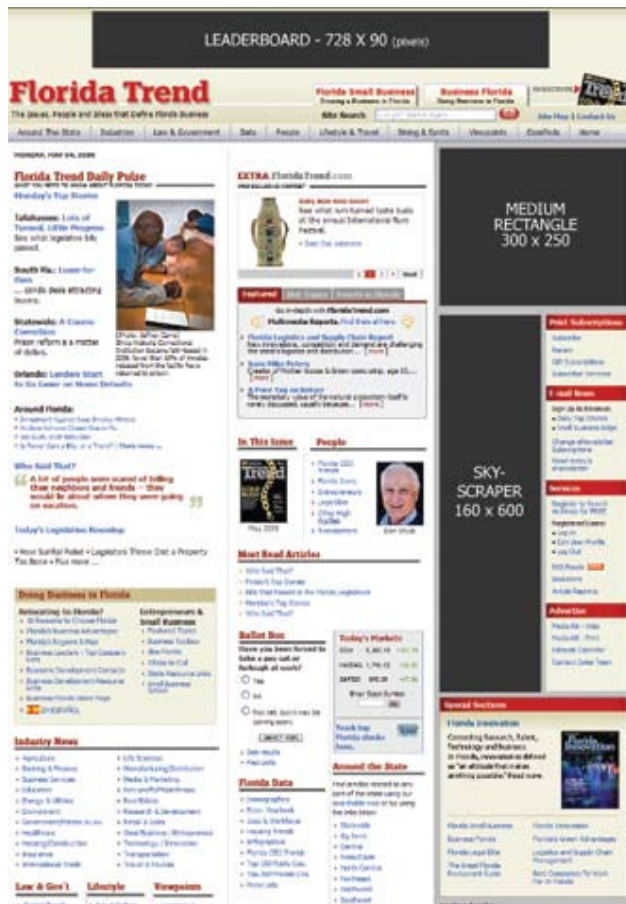


How To Build Your Web Ad

Online Display Ad Specs

FloridaTrend.com uses standard IAB ad sizes on each page. Almost all Web pages have three ad positions: Leaderboard, Skyscraper and Medium Rectangle. (See screen grab below for ad placement.)

- Supported creative formats: GIF, animated GIF (limit 3 loops), JPEG, Flash (limit 3 loops).
- GIF/JPEG not to exceed 25k; Flash not to exceed 30K.
- For all creatives, please send click-through URL.
- Creative should be submitted 3 business days prior to beginning of ad campaign. Submit creative with click-through URL to: OnlineAds@FloridaTrend.com.
- Many types of Rich Media are available. See your market manager for details
- Flash ads require special click tag script to be embedded. Go to FloridaTrend.com/Flash for how to prepare Flash ads.



eNewsletter Display Ad Specs

FLORIDA TREND eNewsletters use standard IAB ad sizes. Each eNewsletter has 3 ad positions: Skyscraper, Half-Banner and 3:1 Rectangle (See screen grab below for ad placement.)

- Supported creative formats: GIF, animated GIF (limit 3 loops), JPEG. **No Flash creative.**
- GIF/JPEG not to exceed 25k.
- Rectangle and half-banner should be 15-20k in file weight
- Creative should be submitted 3 business days prior to beginning of ad campaign. Submit creative with click-through URL to: OnlineAds@FloridaTrend.com.

