Advertising Specifications

Creative Submission Guidelines:

- Must include click-through URL if site-served assets are provided.

- Must include login or daily reporting if 3rd party tags are provided.

- At least 5 days prior to start date, please email creative assets to production@threatpost.com.

- Questions? Please contact clare.liberis@threatpost.com.

Display Banner Ad Specs:

- We accept site-served PNG/ JPG/GIF or 3rd Party Redirects.

- We do not accept audio, floating, expandable, pop-up, or pop- under media formats.

- GIF animations can loop and must end at 30 seconds total.

Ad Unit Name	Fixed Size (px)*	Max File Size (KB)
Background Skin	1920x766	999
Billboard	970x250	250
Leaderboard	728x90	150
Half Page	300x600	200
Medium Rectangle	300x250	150
Mobile Banner	320x50	50

Homepage Takeover Specifications

- **Page Skin:** Advertiser must provide 1920x766 back- ground image (*PNG/JPG) with a click-through URL.

- **Display Banner Requirements:**
  ⇒ Billboard (970x250) or Leaderboard (728x90)
  ⇒ Medium Rectangle (300x250)
  ⇒ Half Page (300x600)
  ⇒ Mobile Banner (320x50)

- **Important Design Notes for Background Image:**
  * Image size is 1920x766 pixels (999 KB max).
  * Viewable area is colored red in image below.
  * Optimal zone for creative messaging is within 180px from the sides of the website.
  * Billboard/leaderboard unit will serve at the top of the page over the middle of the skin.
  * Background image stays fixed during scroll.