

# Creative Specs

**Desktop Size:** ▶ Leaderboard: 728 x 90 pixels  
Billboard: 300 x 250 pixels  
Large Skyscraper: 300 x 600 pixels

**Mobile Size:** ▶ Static Rectangle: 300 x 250 pixels  
Static Wide Banner: 320 x 50 pixels

**File Types:** ▶ gif, jpg, png or html 5

**File Size Requirements:** ▶ Gif = under 40kb  
Jpeg = under 40kb

**Ad Loop:** ▶ One loop

**Ad Design:** ▶ Must have border

# Deadlines

**File Types:** ▶ If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:  
[creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)

Rev. 7/19/2017

## Creative Specs

**Size:** > Sliding Billboard; two pieces:  
Pencil = 972 x 90 pixels  
Drop = 972 x 300 (max) pixels  
Watermark Wrap: 1630 x 1275 pixels Top 126px  
Desktop Interstitial: 550 x 450 pixels

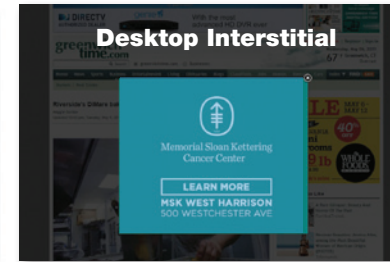
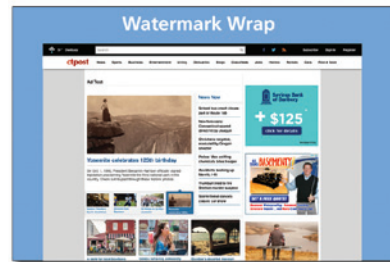
- Design Specs:** >
- Must have border
  - If animated, no longer than 8 seconds
  - No file size restrictions
  - ClickTags not required

## Deadlines

**File Types:** > If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:  
[creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)



Rev. 8/4/2017