

Macworld.com Advertising Specs

LEADERBOARD

Dimensions: 728x90
File Size: Max 30k GIF/JPG
35k Flash

BIG BOX

Dimensions: 300x250
File Size: Max 30k GIF/JPG
35k Flash

TILE

Dimensions: 160x90
File Size: Max 10k GIF/JPG
35k Flash

SPONSORED LINKS

25 words or less per link

SKYSCRAPER

Dimensions: 160x600
File Size: Max 30k GIF/JPG
35k Flash

Banner Ad:	Animation:
Leaderboard	30 second max for initial movie, 12-15fps max, 3 loops max
Skyscraper	30 second max for initial movie, 12-15fps max, 3 loops max
Big Box (IMU)	30 second max for initial movie, 12-15fps max, 3 loops max
Tile	30 second max for initial movie, 12-15fps max, 3 loops max
Submission Deadlines:	
GIF/JPG*: up to 3 business days prior to launch	Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.
Rich Media: 7 business days prior to launch date	
* Mac Publishing, LLC requires a GIF or JPG to be served as "default" for non-Flash users.	
Please send advertising creative to: online_ads@macworld.com	

For more information, please contact your Macworld Account Manager or call 415.243.0505

Macworld
The Mac Experts