

FA Channel Sponsorship

Flash files are no longer accepted for banner placements

Top Leaderboard Banner – 728x90 - Responsive version: 300x50

Medium Rectangle Banner – 300x250

Skyscraper Banner – 160x600

Bottom Leaderboard Banner – 728x90

E-Blast Logo Banner – 300x60 (Channel E-blast)

Home Page Logo – 120x60 (GIF, JPG, PNG or EPS)

Top Leaderboard Banner –

Dimensions: 728 x 90 **File size:** 40k initial | 100k polite – HTML5 -100k polite | 300k full

: Responsive version: 300x50 **File size:** 20k initial | 40k polite – HTML5 -40k polite | 100k full

File Format: 3rd party tags or Rich Media, GIF/Animated GIF or JPEG with URL for click-through.

Animation: 3 loop maximum, 30 second maximum

Expanding: 728x315 open down **File size:** 100k

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Medium Rectangle Banner –

Dimensions: 300 x 250 **File size:** 40k initial | 100k polite – HTML5 -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Animation: 3 loop maximum, 30 second maximum

Expanding: 600x250 – open right **File size:** 100k

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Skyscraper Banner –

Dimensions: 160 x 600 **File size:** 40k initial | 100k polite – HTML5 -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Animation: 3 loop maximum, 30 second maximum

Expanding: 600x600 – open left – file size max. 100k, (*skyscraper 3 - open right*)

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec

Bottom Leaderboard Banner –

Dimensions: 728 x 90 **File size:** 40k initial | 100k polite – HTML5 -100k polite | 300k full

File Format: 3rd party tags or Rich Media, HTML5, GIF/Animated GIF or JPEG with URL for click-through.

Animation: 3 loop maximum, 30 second maximum

Expanding: 728x315 open up **File size:** 100k

User initiated expansion click or rollover, contain a close button, and auto-collapse after 15 sec



2016 Online Advertising

FA Channel Sponsorship (continued)

Companion Logo Banner – (channel sponsor E-blast)

Dimensions: 300x60 **File size:** 20k static

File Format – GIF or JPEG

Home Page Logo – (Home Page)

Dimensions: 120x60 **File size:** 40k initial

File Format: GIF, JPEG, PNG, SVG, EPS

Notes:

Rich Media(HTML) - must contain a placeholder in the ad code for click tracking

Animation - 3 loops maximum. Max length 15 sec, Max Frame rate 24 fps

Video - User-initiated, Max length 30 sec., Max Frame rate 24 fps, No looping, polite load 100k, file size 1 mb max

Alternative Text - May be up to 10 words.

Hot Spot Restrictions - Hotspots are confined to the ad unit dimensions only.

Delivery Schedule - 5 business days prior to flight date.

New Creative - Option to change creative content of any advertising space once per month.

Banner Formats - iFrame, JavaScript, image

3rd party networks - We accept creative from most major ad serving networks including but not limited to the following: Adtech, Atlas, Bluestreak, CPX, Doubleclick, Eyeblaster, Google Adsense, Mediaplex, iFrame/Javascript tags are preferred, 3rd party tags are not guaranteed

Z-Index - 0-999