

2022 Digital Ad Specs

Conference Sponsorship



FA's General Policy includes:

- Static banners are strongly recommended as a best practice and are due (5) business days prior to launch
- All 3rd party tags (creative serving and tracking-only) and accompanying technologies being served by the tags must be declared, SSL Compliant (HTTPS) and approved by FA
- Assets must be hosted and served via approved third party platform including DCM, Flashtalking, and Sizmek
- Maximum creative weights are inclusive of all scripts and third parties brought in with the creative
- Flash content and Flash fallback (SWFs and FLVs) are not accepted
- Audio permitted audio on click
- Maximum of 4 individual creatives in rotation at one time, unless otherwise specified for a particular placement
- FA must be made aware of all blocked keywords prior to campaign launch
- All placements transacting on viewability must meet the digital specifications required and be agreed upon prior to launch
- FA reserves the right to refuse or pause any placement if creative does not conform to FA's digital ad specifications

CONTENT	UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	GUIDELINE
Home Page	Home Page Fly-out Logo	88x31	GIF, PNG or JPEG with URL	NA	NA	Static File, 25KB
	Sponsor Logo	120x60	GIF, JPEG, PNG, SVG, EPS	NA	NA	Static File, 25KB
Newsletter	Half Page Banner (300x600)	300x600	GIF, JPEG, PNG, SVG, EPS	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
Website Banners List and Article pages	Leaderboard	728x90	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
	Skyscrapers (Top, Middle)	160x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 200KB
	Half Page	300x600	3rd party tag, Rich Media, GIF/Animated GIF or JPEG with URL	:15 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 250KB
Video	Pre-Roll Desktop	1x1 - 16:9	VAST tag, .mp4 or (HD QuickTime, .MOV or .AVI)	:15 sec	N/A	5 MB