

2019 WEB BANNER SPECS

Ad Sizes

The **Risk & Insurance Website+** requires all of these ad sizes for both onsite and remarketing inventory.

Medium Rectangle:	300x250	Leaderboard:	728x90
Wide Skyscraper:	160x600	Half Page:	300x600
Billboard:	970x250	Mobile Leaderboard:	320x50
Intrmercial:	640x480		

Format Guidelines

Accepted files:	JPG, GIF, PNG
File size:	Up to 150KB
Title:	Up to 140 characters
Description:	Up to 30 characters
Brand name:	Up to 30 characters
Link description:	Up to 30 characters

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with a UTM.
- Up to 1024 characters
- Animated ads are restricted to 30 seconds maximum (at a 15-20 fps frame rate), after which animations will stop. You can give the viewer the option to restart the animation.

Where Your Ads Appear

Medium rectangle



Leaderboard



Wide skyscraper



Half Page



Billboard



Mobile leaderboard



Third-Party Ad Tags - Supported Vendors / Tag Type:

Javascript: Adition, AdForm, AdTech, Bannerflow, EyeReturn, Facilitate Digital, Flashtalking, Mediamind/Sizmek, SiteScout, Speedshift, Spongecell

iframe: Netmining, OpenX, Zedo

iframe or Javascript: Atlas, Doubleclick, MediaPlex, PointRoll

SL Requirements: All ads must be Secure Socket Layer (SSL)-compliant. This is a protocol for establishing a secure connection between two parties to encrypt all communications.

Brand notification: Your visitor should be able to have a clear understanding of where they'll be going when they click your ad. We require that the brand shown on the ad matches the brand of the destination landing page.

Newsletters



5 Things

300x250

50k static gif or jpg, url



WorkersComp Forum

300x250

50k static gif or jpg, url

Sponsorships



Sponsored Email

Custom/unlimited

100K html/subject line. Creative must clearly indicate that the message is solely the opinion of the sponsor



Risk Central

Custom/unlimited

White paper PDF, video, webinar, event listings