

2021 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
Intracommercial:	640x480	Social:	1080x1080*

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



Social



- **URL Requirements:** Landing pages **MUST** contain a link back to your homepage, as well as link to your privacy policy.
- **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.

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

Javascript: XD, AdForm, AdTech, EyeReturn, Facilitate Digital, Flashtalking, SiteScout, Speedshift, Spongecell

iframe: Netmining, OpenX, Zedo

iframe or Javascript: Atlas, Doubleclick, MediaPlex, PointRoll

Newsletters



5 Things

300x250

50k static gif or jpg, url

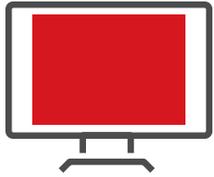


WorkersComp Forum

300x250

50k static gif or jpg, url

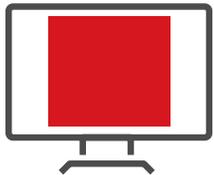
Sponsorships



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

Ad Content Guidelines

Our ad server reviews your ad content to ensure that your ads are approved by both them and by their partner networks. These creative requirements are important for any campaign. These policies apply to both your ad and website link/images.

Adult Content: Any content used in your ads or website must be appropriate for all ages. We can't move forward with approval if your ads contain nudity, graphic language, or adult concepts.

Alcohol: We can't approve any ads that depict alcohol or alcohol consumption.

Before and After Images: Before and After images are not permitted in any ads. Ads linking to landing pages with before and after imagery will be subject to review, and any ads that link to pages containing nude or graphic content will be rejected.

Body Images: In line with our policy on adult content, sexualized images can't be approved. Avoid nudity (implied or explicit), unnecessary skin exposure or cleavage, or other tactics designed to solicit a sexual response.

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. Don't use images that are visually disturbing, gory, or designed to shock or scare.

Spam Tactics: Tactics to mislead a visitor are strictly prohibited. We can't approve ads that: Imitate computer functions such as system messages, progress bars, or virus warnings; Mimic the function of other types of media, such as appearing to be an embedded video; Initiate prompts to download files or software after the click.

Strobing and Flashing: Strobing, flashing backgrounds, or otherwise distracting ads aren't allowed. Don't attempt to overtly distract the user from page content.

Personally Targeted Messaging: Due to the highly targeted nature of retargeting, we need to be especially sensitive to user privacy. This is something to be particularly careful with if your website focuses on products or services for a specific audience. Even if your website meets our content requirements, targeted messaging that implies knowledge of an individual's personal circumstances can't be approved.

Violence and Weapons: Your ads can't depict violence, including pictures of guns or other firearms.

Drugs and Drug Use: Websites and ads must not promote or depict the sale or use of illegal, prescription, or recreational drugs. Examples include but are not limited to the following: Substances intended to alter mental state and induce "highs:" Cocaine, crystal meth, heroin, opioids, recreational or medical marijuana, CBD oil; Drug-related paraphernalia: Pipes, bongs, rolling papers, and vaporizer devices; Information associated with the procurement, production, or use of drugs; Forums and search aggregators containing tips and recommendations on drug use.

Special Interests: To protect the privacy of users, audiences cannot be targeted based on implied or explicit knowledge of a user's personal circumstances. If only some of the products or services on your website relate to the special interests listed below, you may still be able to advertise so long as your audience segments, ads, and landing pages do not imply knowledge of these groups. Do not target based on or imply potentially sensitive: Physical or mental medical or health information; Racial or ethnic information; Religious or similar beliefs; Interests or participation in adult activities (e.g., alcohol, gambling, dating); Sexual behavior, identity, or orientation.