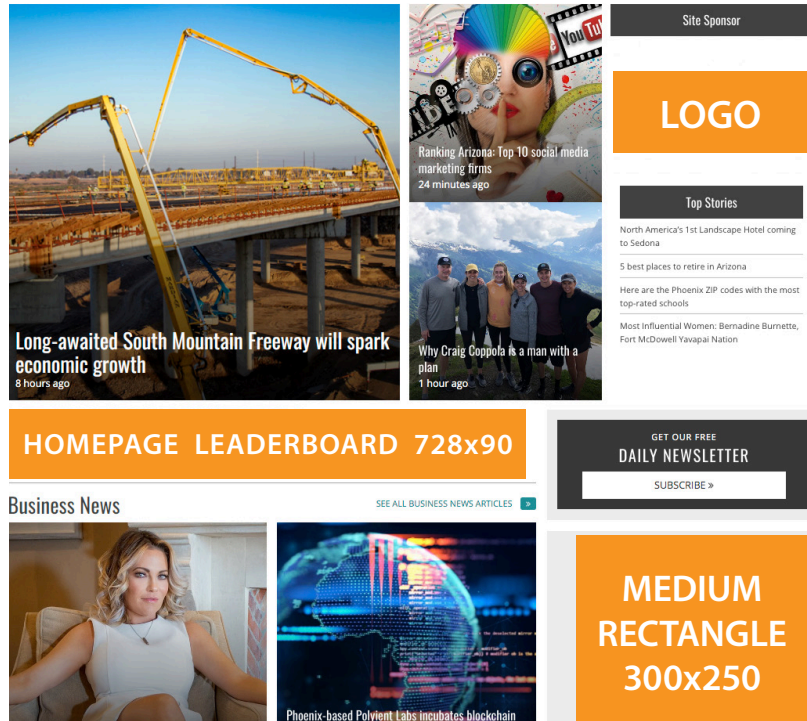


DIGITAL AD SPECS

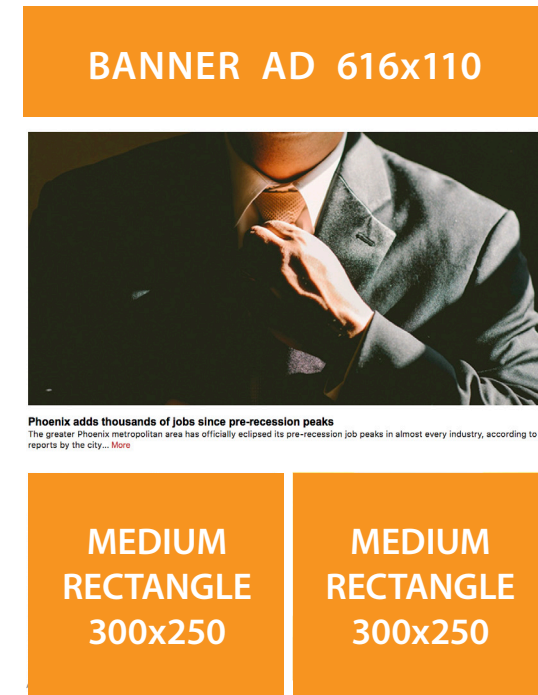
WEBSITE

- Homepage Leaderboard.....728x90 pixels
- Homepage Leaderboard (mobile).....345x58 pixels
- Medium Rectangle (static, animated GIF).....300x250 pixels



E-NEWSLETTER

- Banner Ad.....616x110 pixels
- Medium Rectangle (static, animated GIF).....300x250 pixels



ACCEPTABLE FILE FORMATS:

- .JPG
- .PNG
- .GIF
- .SWF (for website banners only)

ALL FILES MUST BE WEB OPTIMIZED:

Ad files and logos need to be under 150KB.

URL PATH:

Please provide URL path at the time of submitting creative.

BORDER:

All online ads with a white background must feature a 1pt. wide border within the ad size limitations.