



Ad Specifications

Online Ad Banner Sizes:

- 300x250 (Med. Rectangle)
- 728x90 (Leader board)
- 160x600 (Tower Ad)
- 250x950 (Skins)
- 180x150 (Sm. Rec. - Web/Tablet/Mobile)
- 320x50 (Mobile Leader Board)

Please provide a static (or animated) GIF or JPEG banner; or see below for Rich Media options

Ad File Sizes: Banner Ad materials hosted by inside HPC Media have a max size of 50k

(Ad materials served through a third party vendor may have a max size limit of 100k)

3rd Party Ad Tags: Are accepted. 3rd Party ad tags can only drop a cookie after the user has clicked on the ad...
impression/view based cookies are not permitted.

Animation / Looping: Maximum number of loops = 3

- Time = 15 Seconds

Alternative text: 60 Characters

Optional Rich Media Instructions:

- Accepts all Rich Media creative for all ad units.
- Video – Can start with ad launch
 - Pre-roll – 30 second max
 - User initiated video has no time limits, but, must turn off with click or roll off.
- Sound – Must be user initiated by click and have a button to turn off sound
- Expanding banner creative – Must be user initiated by click or mouse over
 - 300x600 (1/2 Page) – Expands Left, 600x600
 - 300x250 (Rectangle) - Expands Left, max size 600x250
 - 728x90 (Leader board) Expands Bottom, max size 728x225
 - 160x600 (Tower) – Expands Right, max size 300x600
- HTML5
 - Initial load 100k Desktop / Tablet
 - 80k for Mobile ad units
 - Please send back up gif image at 40k for older browsers
- Flash Files – are supported but not recommended.
 - Provide creative in Flash (.swf) file format (50K max)
 - Include backup .gif (50K max). To support viewers who do not have Flash enabled.
 - Provide click through url
 - **Do not hard code the url into the .swf file.**
 - Include a button action in the Flash file coded as follows:

```
on (release) {  
    if (_root.clickTAG.substr(0,4) == "http") {  
        getURL(_root.clickTAG, "_blank");  
    }  
}
```

Materials Due Date: Please allow 3 business days before campaign launch date for scheduling and QA

Newsletter Ad Sizes:

- 300x250 (Rectangle)
- 180x150 (banner)

File Sizes: Newsletter Ad materials have a max size of 20K

Format: Static Image Files Only

- GIF; JPEG

Looping: None – Due to email SPAM filters the newsletters ads must be static images

Alt text: Headline 50 characters or less

Due Date: Please allow 3 business days before mailing date.

Featured White Paper Postings:

- Provide PDF file, or link to PDF

Due Date: Please allow 3 business days before live date.

Sponsored Post:

- Article Length: Approximately 500 words
- Excerpt: 250 Characters
- Newsletter Ad Banner: 300x250 – Static
- Images or Logo: Optional

Note: Best results are when you offer something like a white paper or case study. Letters from CEOs to the HPC community also do very well.

Due Date: Please allow 3 business days before live date.

Text Ad:

- Title: Max. 100 Characters
- Provide click through url.

Due Date: Please allow 3 business days before live date

Send Ad Materials to:

Kevin@insideHPC.com

Phone: 508-259-8570

Tracking: *inside HPC Media* tracks click-through and bills impressions on all advertisements through Dart for Publishers, and provides the advertiser with periodic reports.

InsideHPC is owned by Inside HPC Media LLC. Our sister sites include *insideBIGDATA* and the ad specifications are the same for both sites.