

**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

***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
* 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 5 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:**

[Lisa@insideHPC.com](mailto:Lisa@insideHPC.com)

**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.