**Newsletter Ad Specs and Creative Requirements**

**Definition**

Currently, CBS Interactive offers 3 ad types for newsletters. The placement of the ad will vary, depending on the newsletter being advertised in. Please contact sales representative for a specific list of Newsletters.

***Ad sizes are as follows:***

* MPU - 300x250
* Marquee - 970x250
* Custom Native - 625x490 *(CNET only - ask representative for details)*

***Creative Recommendations:***

* Make sure that creatives are not too cluttered and have a clear “Call to Action”
* Click Through URLs - Always use the original links to content. Never use bit.ly or other URL shortener. These are listed in Spamhaus and can negatively affect overall email delivery.

**Standard IAB MPU:**

|  |  |
| --- | --- |
| Item | Specifications |
| Dimensions | * 300w x 250h |
| File Format | * PNG/JPG/GIF |
| File Size | * 40K Static; 150k Animated |
| Animation Length | * :30 max; 5 fps; 3 loops * Animations can be looped, but must be stopped after 30 seconds |
| File Type | * RAW assets (static tags) * One creative per placement: there is no creative or campaign rotation |

**Marquee:**

|  |  |
| --- | --- |
| Item | Specifications |
| Dimensions | * 970x250 * 970x550 (mobile) |
| Aspect Ratio | * 97:25 * 97:55 (mobile) |
| File Format | * PNG/JPG/GIF |
| File Size | * 200K Static; 250K Animated |
| Animation Length | * :30 max; 5 fps; 3 loops * Animations can be looped, but must be stopped after 30 seconds |
| File Type | * RAW assets (static tags) * One creative per placement: there is no creative or campaign rotation |

**Deadlines:**

CBS Interactive requires that all creative be submitted five business days prior to start date.

**Examples:**

