

2010 Online Ad Sizes and Specs

Creative Size	gif / jpg	Rich media file size	Polite file size (additional loads)	Expansion dimensions	Expansion direction	Animation time	Looping
728 x 90 - Leaderboard	40k	40k	75k	728 x 270	down	unlimited	unlimited
468 x 60 - Inline Banner	40k	40k	75k	468 x 240	down	unlimited	unlimited
468 x 60 - Anchor Banner	40k	40k	75k	468 x 240	down	unlimited	unlimited
300 x 250 - Rectangle	40k	40k	75k	500 x 500	left or right	unlimited	unlimited
600 x 400 - Prestitial	50k	75k	N/A	N/A	N/A	10 seconds	unlimited
600 x 400 - Interstitial	50k	75k	N/A	N/A	N/A	15 seconds	unlimited

HTML E-MAIL NEWSLETTER

- Accepted ad formats: GIF/JPEG (animated or static) - we do not accept rich media or 3rd party served creative
- Ad Dimensions and File Sizes: 728x90, 468x60, 120x240, 300x250, 125x125 - 25k max each
- Submit click URL along with GIF/JPEG

AD CREATIVE POLICY

- Nielsen Business Media has final approval for all ads with respect to editorial/creative content
- Nielsen Business Media reserves the right to remove an advertisement from its web sites at any time for any reason
- Nielsen Business Media maintains a 5 business day turnaround time on all campaign requests

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PROGRESSIVE GROCER

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