

Creative Specs

Display

Ad Type	Dimensions	Companion	File Size	Formats	Placements	Value	Lead Time*	Hours**
Leaderboard Ad	728x90	300x250	80K	JPG, GIF, PNG, SWF Animation Allowed.	All pages, all sections Desktop	\$\$-\$	1-3 Business Days	1-3 Hours
Medium Rectangle	300x250	300x250	80K	JPG, GIF, PNG, SWF Animation Allowed.	All pages, all sections Desktop	\$\$-\$	1-3 Business Days	1-3 Hours
Sponsorship Rectangle	300x100	N/A	80K	JPG, GIF, PNG, SWF Animation Allowed.	Homepage Desktop	\$\$-\$	1-3 Business Days	1-3 Hours
Title Bar Sponsor Ad	100x34	N/A	20K	JPG, GIF, PNG No Animation.	Section Fronts Desktop	\$	1 Business Day	1 Hour
Mobile Display	728x90 320x50 300x50	N/A	40K	JPG, GIF, PNG No Animation.	Mobile WAP, Apps	\$\$-\$	1-2 Business Days	1-3 Hours
Email Sponsorship	300x250	N/A	80K	JPG, GIF, PNG No Animation.	Email Newsletters	\$\$-\$	1-2 Business Days	1-3 Hours

* Lead times for campaigns containing multiple ad types will vary. Lead time begins on receipt of all creative assets.

** Hours are based on an estimated two revisions or less from the client.

Custom Dev

Ad Type	Description	Platform	Placements	Value	Lead Time*	Hours**
Microsite	A small advertorial section with sponsor-provided news & content	IB	Station website	\$\$\$-\$	2-3 Business Days	5 Hours
Landing Page	A single page, standalone website, usually mobile-friendly	Smore, Lander	Desktop, Mobile	\$\$	1-3 Business Days	2-3 Hours
Custom Contest	Branded Second Street or IB contest	Second Street, Type Form	Station Website, Facebook, Mobile	\$\$	3 Business Days	1 - 2 Hours
Shrink Wrap Sponsorship	Sponsorship of IB Shrink Wrap Section	IB	Station website	\$\$\$	2-3 Business Days	1 Hour
Custom Site Section	Custom content section built and hosted with IB Publish	IB	Station website	\$\$\$	Two weeks	10+ Hours

* Lead times for campaigns containing multiple ad types will vary. Lead time begins on receipt of all creative assets.

** Hours are based on an estimated two revisions or less from the client.

Premium

Ad Type	Dimensions	Companion	File Size	Formats	Placements	Value	Lead Time*	Hours**
Hover Ad	1920x120	N/A	120K	SWF Animation Allowed.	Homepage, Section Fronts, Desktop	\$\$\$	3-5 Business Days	3-5 Hours
Wallpaper	Two 300x850	300x250, 728x90	120K	JPG, GIF, PNG No Animation.	Homepage, Section Fronts, Desktop	\$\$\$	3-5 Business Days	1-3 Hours
Pencil	1000x50, 1000x300	N/A	100K	SWF Animation Allowed.	Homepage, Section Fronts, Desktop	\$\$\$	3-5 Business Days	1-3 Hours
Sidekick	970x550	300x250, 728x90	120K	SWF Animation Allowed.	Homepage Only Desktop	\$\$\$	5-7 Business Days	1 Hour
Slider	Full Screen	300x250, 728x90, Hover	120K	SWF Animation Allowed.	Homepage Only Desktop	\$\$\$	5-7 Business Day	1-3 Hours

* Lead times for campaigns containing multiple ad types will vary. Lead time begins on receipt of all creative assets.

** Hours are based on an estimated two revisions or less from the client.