



## Cover Ad & Wallpaper Deliverables

*Please be sure to also include the click-through URL with your materials.*

### **Deliverables:**

Unless otherwise specified, creative is due 7 business days prior to the deployment of your content. If a deployment's creative is not received in its entirety within the requested timeline, *Signal Integrity Journal* may need to move your deployment date in order to comply with the current production schedule.

Please submit all deliverables to [mwjdigital@mwjournal.com](mailto:mwjdigital@mwjournal.com) and CC your SIJ Sales Rep.

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### **Cover (also known as Roadblock or Interstitial) Ad Unit:**

Cover ads are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then closes after a set time (about 10 seconds) or click through, so they have to be viewed. These ads are programmed to appear only once a day to each user who views the website.

**Banner size:** 640x480

**Formats:** gif, animated gif, jpg

**File Size:** 80k or less

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### **Custom Rich Media:**

Please consult your sales rep for custom Rich Media options not addressed in this spec guide as many 3rd party rich media ads can be implemented on [mwjournal.com](http://mwjournal.com). Example: Expandable pencil banner that slides down when page is loaded or on mouse over (393 pixels wide placed below main navigation bar and expands to 300 pixels tall).

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## Wallpaper Ad Unit:

Wallpaper ads are high impact image ads that display in the space to the left and right sides of the browser window around the web site content. Resolution sizes are based on most common screen resolution sizes of online users (the ads are not limited to serve to these resolution sizes only). For example, if a user's resolution size falls between the resolution sizes of the ad booked below, the smaller resolution size will serve up. Customer needs to only provide 3 images as specified (Signal Integrity Journal scripts will render the proper sized ad image).

**Banner sizes:** 1600x740, 1900x900, 2150x900 pixels

**File format:** gif, jpg, ***no animation***

**File size:** 80k or less

Screen Resolution	Actual Image Size	* Ad space available for pages with 1250 pixels of white space between the left & right sides of the wallpaper unit
1600x900, 1680x1050	1600x740	approximately 175 pixels each sides of unit
1920x1080, 1920x1200	1900x900	approximately 325 pixels each sides of unit
2560x1440	2150x900	approximately 450 pixels each sides of unit

***\*Please ensure that there are 1250 pixels of white space between the left & right sides of the wallpaper unit.***

