Welcome Ad & Wallpaper Deliverables

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

Deliverables:

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

Please submit all deliverables to Jaclyn Seigal at jseigal@signalintegrityjournal.com and CC your SIJ Sales Rep.

Welcome (also known as Cover, Roadblock or Interstitial) Ad Unit:

Welcome 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, JavaScript

File Size: 80k or less

Most 3rd Party Ad tags can be accommodated but require testing prior to deployment.

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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: 1260x590, 1380x720, 1580x870 pixels

File format: gif, jpg, *no animation*

File size: 80k or less

Screen Resolution	Actual Image Size	* Ad space available for pages with 1040 pixels of white space between the left & right sides of the wallpaper unit
1024x766, 1280x768	1260x590	approximately 105 pixels each sides of unit
1400x864, 1400x900	1380x720	approximately 166 pixels each sides of unit
1600x1050, 1600x1200	1580x870	approximately 266 pixels each sides of unit

Please ensure that there are 1040 pixels of white space between the left & right sides of the wallpaper unit.

Your banner (left side)	←-----1040-----→	Your banner (right side)