



## Ad Specifications

### **Online Ad Banner Sizes:**

- 728x90 (Leader Board)
- 300x250 (Med. Rectangle)
- 320x50 (Mobile Device Leader Board)

**Please provide a static (or animated) GIF or JPEG banner; or see below for Rich Media options**

**Ad File Sizes:** Banner Ad materials hosted by Data Center Frontier have a max size of 50k

(Ad materials served through a third party vendor may have a max size limit of 100k)

**3<sup>rd</sup> Party Ad Tags:** Are accepted. 3<sup>rd</sup> Party ad tags can only drop a cookie after the user has clicked on the ad...  
impression/view based cookies are not permitted.

**Animation / Looping:** Maximum number of loops = 3

- Time = 15 Seconds

**Alternative text:** 60 Characters

### **Optional Rich Media Instructions:**

- Accepts all Rich Media creative for all ad units.
- Video – Can start with ad launch
  - Pre-roll – 30 second max
  - User initiated video has no time limits, but, must turn off with click or when rolled off of.
- Sound – Must be user initiated by click and have a button to turn off sound
- Expanding banner creative – Must be user initiated by click or mouse over
  - 300x250 (Rectangle) - Expands Left, max size 600x250
  - 728x90 (Leader board) Expands Bottom, max size 728x225
- HTML5
  - Initial load 100k Desktop / Tablet
    - 80k for Mobile ad units
  - Please send back up gif image at 40k for older browsers

**Materials Due Date:** Please send 3 business days before campaign launch date for scheduling and QA

### **Newsletter Ad Sizes:**

- 300x250 (Rectangle)

**File Sizes:** Newsletter Ad materials have a max size of 50K

**Format:** Static Image Files Only

- GIF; JPEG

**Looping:** None – Due to email SPAM filters the newsletters ads must be static images

**Alt text:** Headline 50 characters or less

**Due Date:** Please send 3 business days before mailing date.

## **Featured White Paper Postings:**

- Provide PDF file, or link to PDF

**Due Date:** Please allow 3 business days before live date.

## **Voice of the Industry - Guest Post:**

These columns showcase thought leadership from our sponsors and provide education and professional development for our readers, including decision-making executives in the data center sector. These columns are designed to be educational in nature by sharing thought leadership and industry best practices. We do not accept articles that are purely sales oriented. **Here are the elements that should be included in each Voices column:**

- **Bio:** Please include a one-sentence biography of the author. Each bio can also include one link to the author's social media or web presence. (i.e. "Connect with Joe on LinkedIn"). This bio will appear at the beginning of each column, helping our audience become familiar with each author and their background and expertise.
- **Photo:** Each submission should include a head shot of the author. We may use this in several sizes, but please submit an image at least 72dpi (web-ready format) and at least 200 pixels wide. This will appear in the column on our web site.
- **Main Text:** Columns can be as long as is needed to convey the core message, but 500 to 750 words is a good target length. Please try to keep them below 1,000 words. The columns should focus on thought leadership, exploring trends and innovation in the data center industry.
- **Company Description:** This is a two sentence description to help readers learn more about your company. The first sentence is a brief description of the company and its mission, which can include a link to the company web site. The second sentence can link to an outside resource relevant to the topic of the column.

*Important: Voice of the Industry is designed to showcase our contributors expertise and thought leadership. The main text of the column should not include any marketing pitches or links to products, services or promotions.*

We reserve the right to edit submissions as needed to follow these guidelines.

**Due Date:** Please send 3 business days before publish date.

## **Send Ad Materials to:**

[veronica@datacenterfrontier.com](mailto:veronica@datacenterfrontier.com)

Phone: 508-259-8570

**Tracking:** Data Center Frontier tracks click-through and bills impressions on all advertisements through Dart for Publishers, and provides the advertiser with periodic reports.