



## Ad Specifications

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

- 728x90 (Leader Board)
- 300x250 (Med. Rectangle)
- 320x50 (Mobile Device Leader Board)
- 640x480 (Welcome Ad)

**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

*(Welcome Ad and 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)
- 180x100 (logo)

**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:***

*Voice of the Industry is an opportunity for executives in your company to share expertise or prompt discussion on important issues facing the data center industry. These are subject to review and we cannot publish articles that have a sales over tone or marketing superlatives. The main text of the column should not include any marketing pitches or links to products, services or promotions. Please forward these instructions to the writer.*

Here are the elements that should be included in each *Voices of the Industry* 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 two images:

- 1) A Head Shot of the author.
  - a. We may use this in several sizes, but please submit an image at least 72dpi (web-ready format) and at least 200 pixels wide.
- 2) A Hero Image for the article
  - a. Here is a chance to provide a large image of your data center, a product or screen shot or an image that helps to convey the point of your article. The image should be relevant to the story, and will be used on our web site and in promoting the article on our DCF social media channels on LinkedIn, Facebook and Twitter.
  - b. Ideal size is 740 pixels wide and between 400 and 450 pixels deep, at 72 dpi
  - c. Please make sure you have the rights to the image and acknowledge that you are sharing those rights to Data Center Frontier to reproduce the image.

**Main Text:** Columns can be as long as is needed to convey the core message, but 750 words is a good target length.

**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.

Each *Voices of the Industry* column will follow this format when it appears on Data Center Frontier. We reserve the right to edit submissions as needed to follow these guidelines.

You can see an example article here: <http://datacenterfrontier.com/iot-drives-demand-datacenters/>

Submissions should be sent to Lisa at [lisa@datacenterfrontier.com](mailto:lisa@datacenterfrontier.com) and include:

1. The article on word document
2. The Authors head shot and job title
3. A Hero Image
  - a. Approximately 740 pixels wide and between 400 and 450 pixels high at 72 dpi
  - b. This image will be used on the DCF web site as well as our social posts on LinkedIn, Facebook and Twitter. The image should be relevant to the story.
  - c. If you do not have a hero image, we will provide stock photography

You will find *Voices of the Industry* to be a great compliment to your marketing program in terms of market education and establishing your company as innovator / thought leader. If you have any questions or foresee an issue with meeting this deadline please let Lisa know.

### **Data Center Frontier Podcast Sponsorship**

- A logo
- 100 words of copy for the Commercial break
  - Example: Data Center Frontier would like to give a special thanks to T5 the who is sponsoring today's podcast. T5 develops and operates data centers for modern business. From big data, cloud and high-performance computing to whatever comes next, T5 data centers are designed from the ground up with the flexibility and scalability to meet our customers' ever-changing needs. At T5, we let our customers deploy their capital on their business while providing them with the assurance that they never again have to worry if their mission critical functions are running. Get to know T5 Data Centers.
- 35 Words of call to action or tagline for Outro
  - Example: "Today's podcast was brought to you by T5. See why with T5's approach to building enterprise-grade *data centers* you'll never worry if your critical applications are running! Learn more at [www.t5.com](http://www.t5.com).
- Materials are due to [Lisa@datacenterfrontier.com](mailto:Lisa@datacenterfrontier.com) 10 business days prior to the launch of the sponsorship

### **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.