

ADVERTISING SPECS

UNIT	LOCATION	DIMENSIONS	MAX FILE SIZE
Leaderboard	Top and bottom of page	728x90	30K
Large Rectangle	Right side of page	300x250	30K
Wide Skyscraper	Right side of page	160x600	30K
Marketplace Rectangle	Bottom of page	180x150	30K
Marketplace Square	Bottom of page	150x150	30K
Sponsored By Logo	Integrated within article	120x60	30K
Text Ad	Email Newsletters	180 char. including spaces	N/A
HUD	Top of page	1020x200	30K

GENERAL GUIDELINES

- All creative is due 5 business days prior to launch date
- *Fit Pregnancy* accepts standard banner, Flash®, 3rd party redirect and rich media ad formats
- Third party ad tags are accepted
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Subject to IAB Terms & Conditions
- Advertiser to pay 3rd party serving fees

EMAIL NEWSLETTER GUIDELINES

- Email ads must be GIF or JPEGs; no Flash accepted

FLASH GUIDELINES

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command

Contact:

SARAH FRIED

Digital Sales Planner

sfried@fitpregnancy.com

212.545.4890