
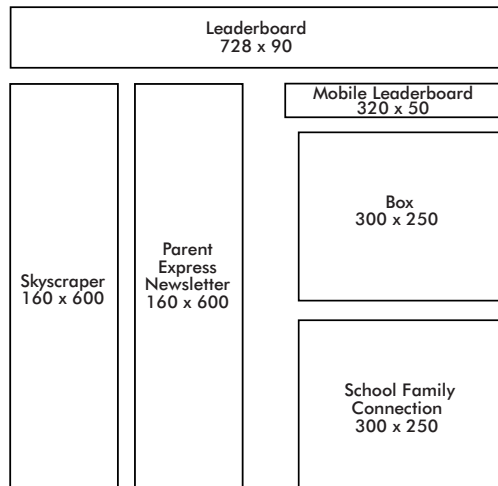


Ad Unit	Dimensions (pixels)	Max File Size (initial load)	Flash Looping/Animation	File Types Accepted	3rd Party Serving
Leaderboard	728x90	40K	3 loops/15 sec max 18fps	GIF, JPG, PNG, 3rd party tags	Yes
Box	300x250	40K	3 loops/15 sec max 18fps	GIF, JPG, PNG, 3rd party tags	Yes
Skyscraper	160x600	40K	3 loops/15 sec max 18fps	GIF, JPG, PNG, 3rd party tags	Yes
Mobile Leaderboard	320x50	40K	3 loops/15 sec max 18fps	GIF, JPG, PNG, 3rd party tags	Yes

Newsletter Ad Unit	Dimensions (pixels)	Max File Size (initial load)	Flash Looping	File Types Accepted	3rd Party Serving
Parent Express Newsletter	160x600	40K	Not supported	GIF, JPG, PNG	No
Parent Express Newsletter	160x160	40K	Not supported	GIF, JPG, PNG	No
School Family Connection	300x250	40K	Not supported	GIF, JPG, PNG	No

Print & Use Tools Sponsor	Dimensions (pixels)	Max File Size (initial load)	File Types Accepted	3rd Party Serving	Addl File Weight (Polite Download)	Note	Example
Landing, category & file page graphic	160x80	40K	GIF, JPG, PNG, 3rd party tags	Yes	80k	Graphic should include logo, a line of text and a link (such as "Learn more")	



General Guidelines

- All creative must be delivered one week prior to launch for testing and QA
- All audio/video/expansion must be user-initiated—sound must be initiated via click
- Expansion panel must be retractable by mouse-off or close button
- All ads must open a new window when clicked
- An active linking URL must be provided with all creative
- Alt text must be provided and cannot exceed 6 words

3rd Party Tag Guidelines

- SchoolFamily must be able to see each ad rotated through a given tag (max 5 creatives rotated)
- Username/password must be provided to view daily reporting within 3rd party platform or reports must be sent weekly to School Family
- School Family reserves the right to pull any ad that impedes user experience

Delivery

Please email banner ad creative files directly to webadops@schoolfamilymedia.com.

Note

With the scope of possibility within online advertising constantly opening up, we are happy to evaluate any concept or idea presented to us by a client that is beyond the technical and creative options listed within this website. We evaluate all concepts presented to us in detail, based on our technical and editorial considerations and advise our clients accordingly.