



2023 DIGITAL DISPLAY AD SPECIFICATIONS

RUN OF SITE

ASSETS REQUIRED	PIXEL SIZE	MAX IMAGE FILE SIZE	MAX HTML FILE SIZE
Billboard	970 x 250	40 KB	250 KB
Half Page	300 x 600	80 KB	150 KB
Big Box	300 x 250	40 KB	100 KB

HOMEPAGE TAKEOVER

ASSETS REQUIRED	PIXEL SIZE	MAX IMAGE FILE SIZE	MAX HTML FILE SIZE
Billboard	970 x 250	40 KB	250 KB
Half Page	300 x 600	80 KB	150 KB
Big Box	300 x 250	40 KB	100 KB

PRE-ROLL

VIDEO FORMAT	VIDEO FORMAT
<ul style="list-style-type: none"> • MP4 Files Only • 1920 x 1080 Resolution • H.264 Video Codec • Maximum File Size: 100MB • Video Duration: 15 seconds • Preferred Data Rate: 10Mbit/seconds 	<ul style="list-style-type: none"> • MP4 Files Only • Ratio: 1:1 • Dimension: 1280 x 720px • Maximum File Size: 100MB • Video Duration: 15/30 seconds • FPS: 24

AD ROLL

CUSTOM DESIGN

NEWSLETTERS	EDITORIAL DOMINATION
<ul style="list-style-type: none"> • 1-2 images, high res (over 300dpi) • Logo, high resolution • Key brand messaging • Maximum File Size: 100MB 	<ul style="list-style-type: none"> • 540 x 300 Pixel Size x3 Ads • Maximum image file size: 40KB • Maximum HTML file size: 100KB

DEADLINES:

ROS, Homepage Takeover, and Video:

- Creative is due 5 business days in advance of campaign start date
- Send creative to hhcreatives@hhmedia.com
- Please include destination URL
- Acceptable File Formats include: JPG, PNG & HTML (unless otherwise specified)
- Tags are accepted for all ad formats
- **Custom Newsletter:** assets required 4 weeks prior to deployment date
- **Editorial Newsletter:** assets required 5 bus.days in advance of deployment date