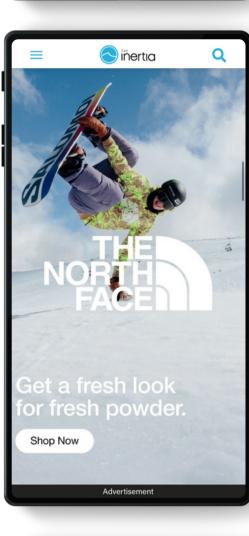
allgeardigital

AD SPECS

The cut is narrow but hits all the crucial spots, with a wicking and soft outer material that is very noticeable on hot

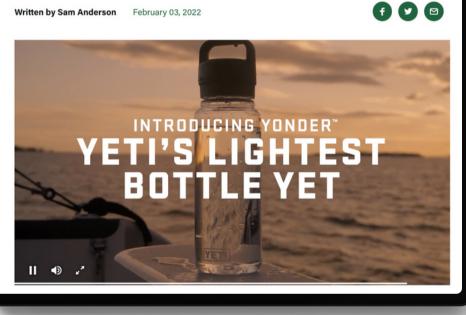








E SEGRUMPTE Latest Reviews Camping Hunt & Fish Motors Buyers Guides Topics From Our Partners **Edit Is Wild Whimsy**





At around 14 pounds, and carried as a nearly 28- by 10-inch log, the Campwell 4 is anything but

Animated Reality: Red Bull's 'Bandit Hill' MTB

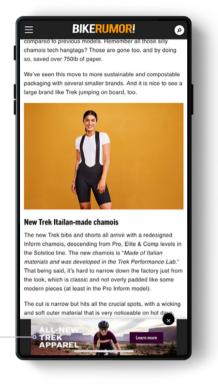
Written by Sam Anderson February 03, 2022

STANDARD DISPLAY ADS



MID-PAGE UNIT (MPU)

- Desktop Dimensions: **300x250 (primary)**, 300x600,320x480
- Mobile Dimensions: 300x250 (primary), 320x480
- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)



MOBILE ADHESION

- Mobile Dimensions: **360x90 (primary)**, 320x100
- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)



BILLBOARD-LEADERBOARD

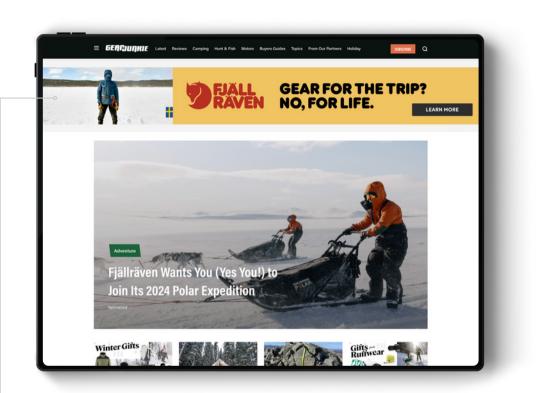
- 970x180,970x90,728x90
- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)

Desktop Dimensions: 970x250 (primary),

CUSTOM DISPLAY ADS

MOBILE INTERSCROLLER

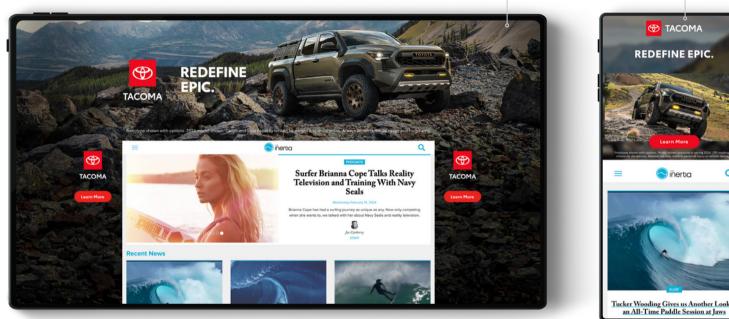
- Mobile Dimensions: 1080x1920
 - Note: 780x1420 'Safe View' zone. Please ensure that all important visuals & copy fall within the 'Safe View' zone.
 - Download .psd template
- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: Site (preferred) or 3rd Party
- Animation: 15 seconds, 3 loops (GIF)

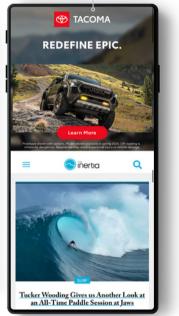


FULL BLEED BILLBOARD

- Desktop Dimensions: 1920x250
- Max File Size: 500KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)

HIGH-IMPACT DISPLAY ADS





SITE SKIN

- Desktop Dimensions: 1920x1040
- Mobile Dimensions: 840x840
- Max File Size: 500KB
- File Type: JPG, PNG
- Served By: Site

• <u>Templates & Examples</u>

CURIOSITY IS THE GREATEST ROAD TRIP REPUBLIC ROAD TRIP Q California Get Inside the Mind **I (**) of Bethany Hamilton linertia Q Before the Pipe Masters Hilaree Nelson Has Perished on Manaslu After Fall During Ski Descent a theinertia.com

SUPER VIDEO WALL

- Created By: AllGear Digital
- Devices: Desktop & Mobile
- Assets Required:
- Layered PSD with design assets
- Served By: Site
- · <u>Templates & Examples</u>
- <u>Live Demo</u> (view on a mobile for mobile preview)

- :06 (preferred) and/or :15 video files (MOV or MP4)

PRE-ROLL VIDEO

EFFUNKIE Latest Reviews Camping Hunt & Fish Motors Buyers Guides Topics From Our Partners

Animated Reality: Red Bull's 'Bandit Hill' MTB **Edit Is Wild Whimsy**

INTRODUCING YONDER" YETI'S LIGHTEST

BOTTLE YET

Written by Sam Anderson

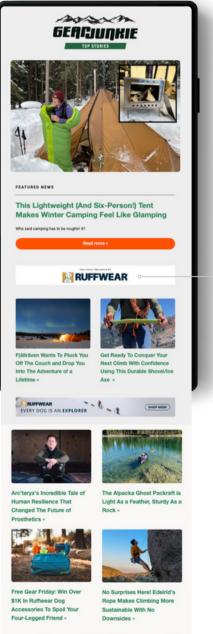
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PRE-ROLL VIDEO

- Desktop & Mobile Dimensions: 640x480 (4:3 ratio)
- Max File Size: 30MB
- File Type: MOV, MP4
- Duration: :06, :15, :30
- Served By: 3rd Party (e.g. VAST) or Site

E-NEWSLETTER MEDIA



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RUFFWEAR

SHOP NOW

EVERY DOG IS AN EXPLORER

• Logo (on transparent background) Ad Dimensions: 970x250 and 728x90

• Max File Size: 300KB

E-NEWSLETTER AD

TAKEOVERS (GEARJUNKIE)

- File Type: JPG, PNG
- Served By: Site



Give Dry a Try This January

It's a new year and that means new goals. But you don't have to sacrifice everything you want in 2024.

This January, Give Dry a Try and enjoy Athletic Brewing's award-winning brews and the flavors you crave - without the handover.

Athletic Brewing's craft non-alcoholic beers are robust, full-flavored, and can be enjoyed any time with zero hangover and zero downside.

At home - or at least at your local break - Athletic's NA brews are a great way to start 2024. New year, new brews!

And don't worry: Your taste buds won't notice the difference.

To Give Dry a Try, go to AthleticBrewing.com to order online or find a store near VOU.



Athletic Brewing Company LLC. Millord, CT and San Diego, CA. Near Beer <0.5% alc/vol.

DEDICATED E-BLASTS (THE INERTIA & BIKERUMOR)

- Ad dimensions 720x720 [2-3 creative versions] - Max File Size: 300KB - File Type: JPG, PNG • Approx. 200 words of copy Click-Through URL

- Served By: Site

• Rich Media ads require the use of "clickTAG" in place of URLs, embedded in the code itself. All Rich Media should be in compliance with Google specifications.

 AllGear uses Google Ad Manager (GAM) for ad serving.
Internal redirects are preferred for third party ads housed in Google Campaign Manager or other DFP instances.

• Full specifications for accepted DFP media types are available online.

 Ads in AllGear email newsletters cannot use Rich Media or 3rd Party Tags.

AllGear Digital AdOps Manager

Nhan Nguyen
nnguyen@allgeardigital.com
805-616-2442