allgeardigital

AD SPECS

STANDARD DISPLAY ADS

MID-PAGE UNIT (MPU)

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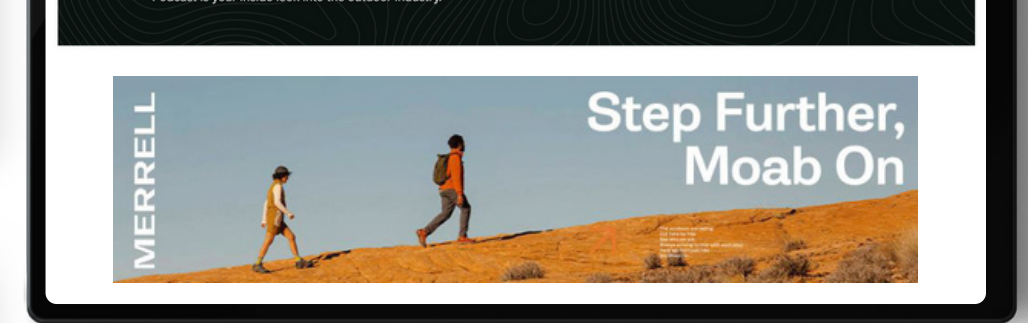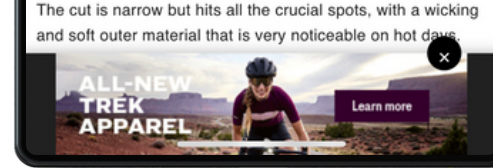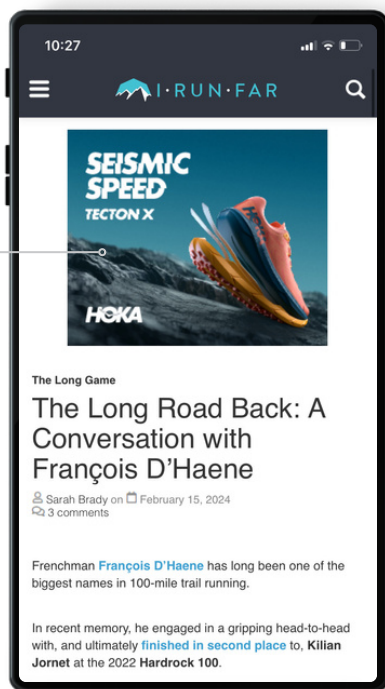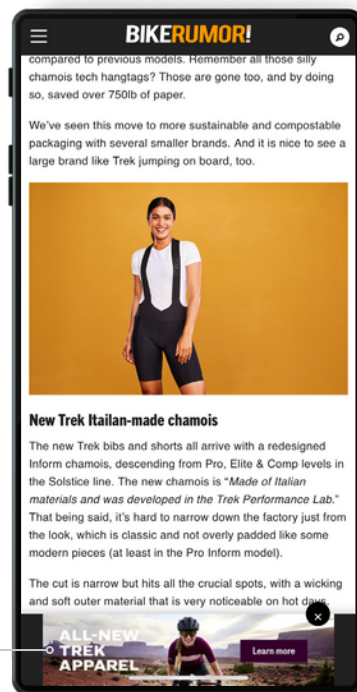- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)

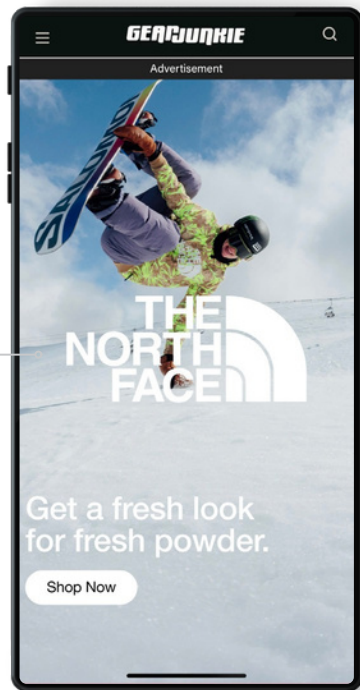## MOBILE ADHESION

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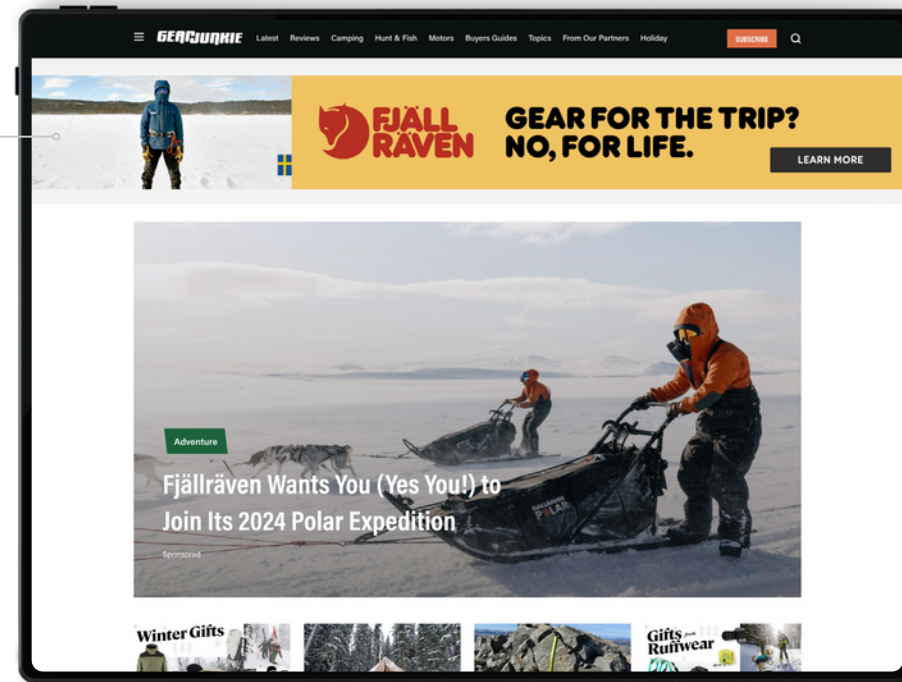- Animation: 15 seconds, 3 loops (GIF)

BILLBOARD-LEADERBOARD

- Desktop Dimensions: **970x250 (primary)**, 970x180, 970x90, 728x90
- Max File Size: 300KB
- File Type: JPG, PNG, GIF
- Served By: 3rd Party or Site
- Animation: 15 seconds, 3 loops (GIF)

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
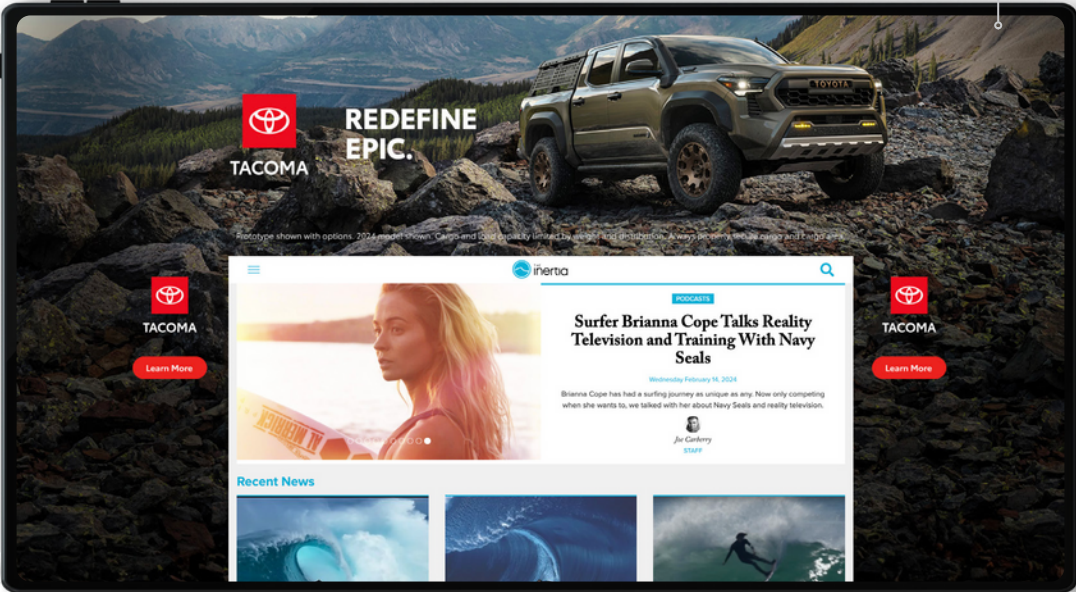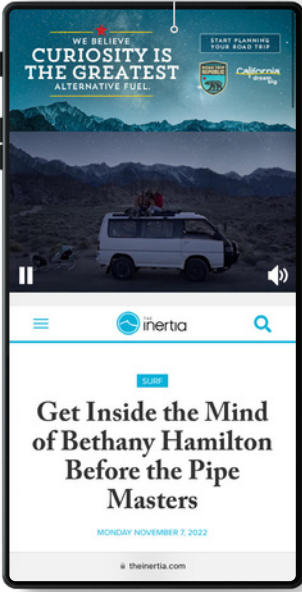- Animation: 15 seconds, 3 loops (GIF)

HIGH-IMPACT DISPLAY ADS
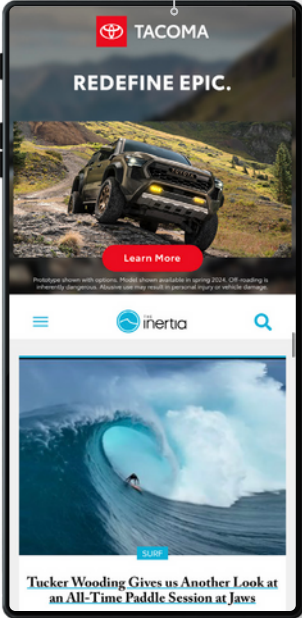
SITE SKIN

· Desktop Dimensions: 1920x1040

· Mobile Dimensions: 840x840

· Max File Size: 500KB

· File Type: JPG, PNG

· Served By: Site

· **Templates & Examples**

SUPER VIDEO WALL

· Created By: AllGear Digital

· Devices: Desktop & Mobile

· Assets Required:

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

   - Layered PSD with design assets

· Served By: Site

· **Templates & Examples**

· **Live Demo** (view on a mobile for mobile preview)

PRE-ROLL VIDEO
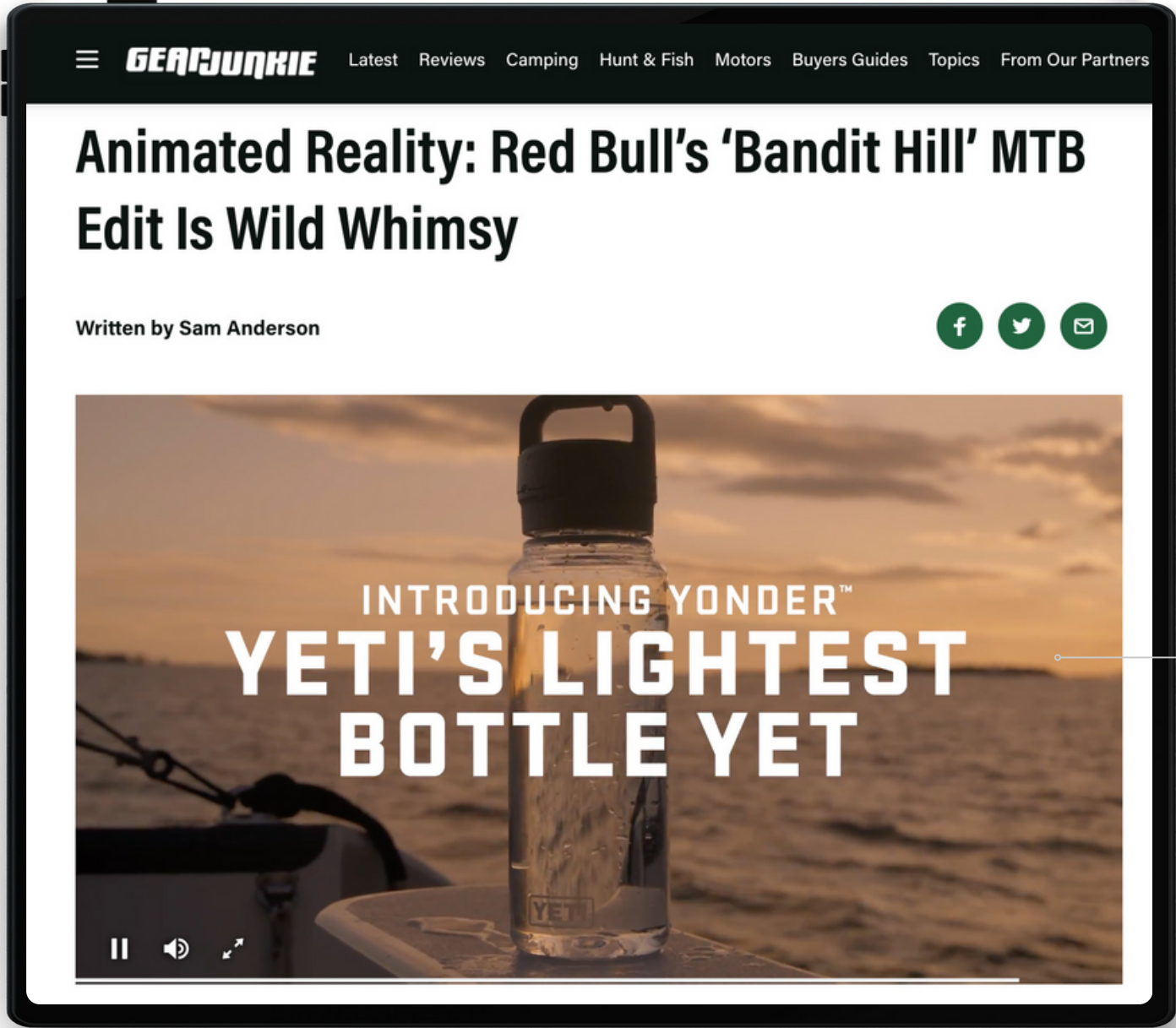
PRE-ROLL VIDEO

- 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
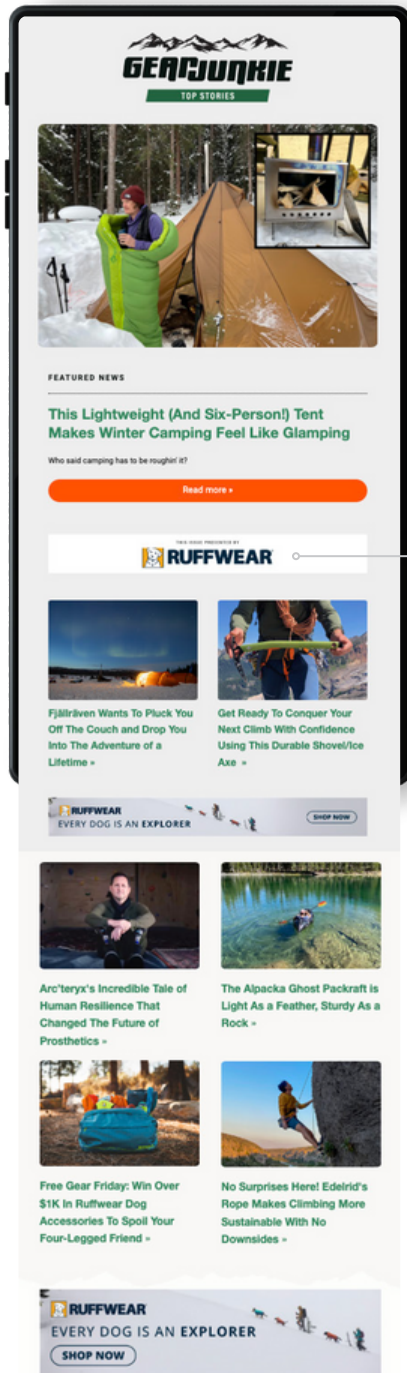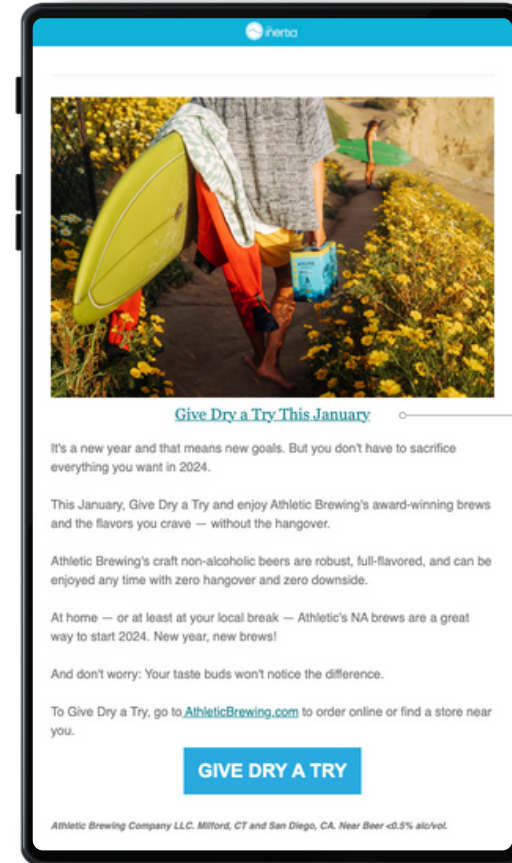

E-NEWSLETTER AD TAKEOVERS (GEARJUNKIE)

· Logo (on transparent background)

· Ad Dimensions: 970x250 and 728x90

· Max File Size: 300KB

· File Type: JPG, PNG

· Served By: Site

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

ADDITIONAL AD SPEC DETAILS

• 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

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