

COMPANION BANNER CREATIVE GUIDELINES

Send files as email attachments or via a file sharing service (Dropbox, Google Drive, Onedrive, etc.). Do not embed files in the email body – this increases the file size.

DISPLAY ADS

Requirements

- Must include business name and/or logo.
- Must link to a landing page with relevant messaging to the ads.
- All ads with white backgrounds must include a border.
- **Advocacy/Political** ads must include a “Paid for by” message to make it clear what group the ad is being supported by.
- **Cannabis** ads must include legal disclaimer details.
- **HTML5** files should contain a valid exit function.

Dimensions	File type	Max file size
1200x250	JPG	60 kb
	HTML5	200 kb Animated: 3 Loop & :15s max
970x250	JPG	50 kb
	HTML5	200 kb Animated: 3 Loop & :15s max
728x90	JPG	50 kb
	HTML5	200 kb Animated: 3 Loop & :15s max
300x250	JPG	40 kb
	HTML5	200 kb Animated: 3 Loop & :15s max
300x600	JPG	40 kb
	HTML5	200 kb Animated: 3 Loop & :15s max
320x106	JPG	15 kb
	HTML5	50 kb Animated: 3 Loop & :15s max