

Banner Advertising Spec Sheet

Leaderboard **728 x 90**

Rectangle
300 x 250

Half Page
300 x 600

BANNER SIZES: (WxH in pixels)

Leaderboard 728 x 90

Half Page 300 x 600

Rectangle 300 x 250

File size maximum: 100 KB

Maximum initial file load size: 100 KB

Animation maximum: 30 seconds (no endless looping)

Maximum video and animation frame: 24 fps

Acceptable format for website banners: JPG, GIF, Animated GIF, PNG

Acceptable format for e-newsletter banners: Static JPG, Static GIF, PNG

- All banners must be submitted 10 days prior to the month of the campaign or the newsletter email date
- Color scheme, design cannot match that of *Safety+Health*
- No misleading advertisements that mimic operating system errors or dialogue boxes
- All ads are subject to approval by the Publisher
- Ads may not blink, shake, flicker or flash in a disruptive manner