

ADVERTISING AD SPECS

CASTANET.NET MEDIA KIT 2016

All ad size dimensions in pixels

Leaderboard

728x90

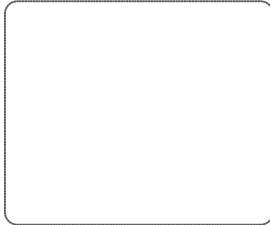
File Format: .jpg, .gif,
Max file size: 150k



Medium Rectangle

300x250

File Format: .jpg, .gif
Max file size: 275k



Embedded Banner

640x90

File Format: .jpg, .gif
Max file size: 150k



Billboard

970x250

File Format: .jpg
Max file size: 100k
No Animation



Small Rectangle

300x100

File Format: .jpg, .gif
Max file size: 175k



Mobile

588x80

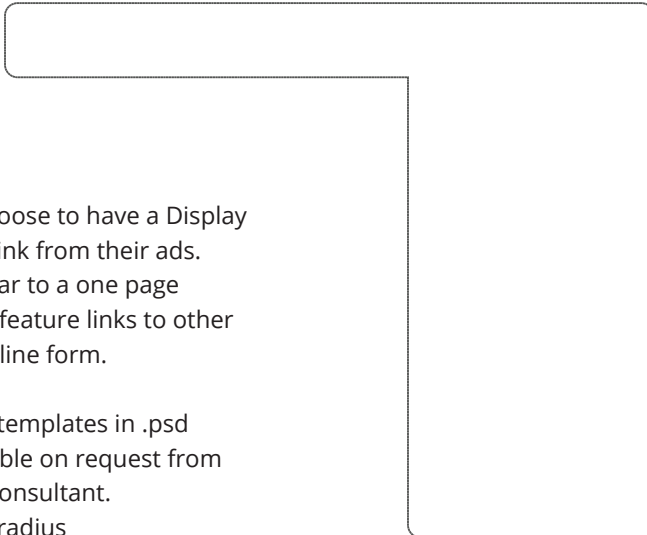
File Format: .jpg
Max file size: 80k
No Animation



Classifieds Photowrap

900x600

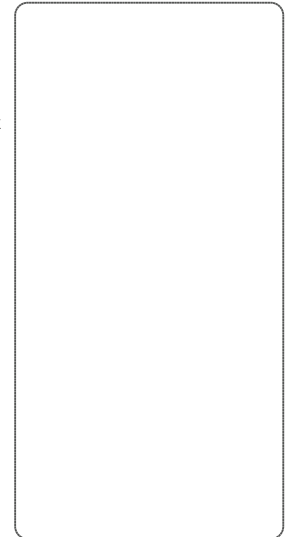
File Format: .jpg
Max file size: 125k
No Animation



Half Page

300x600

File Format: .jpg
Max file size: 100k
No Animation



► At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes that are featured in various areas of Castanet.



► Our marketing consultants and creative department ascribe to the Canadian Code of Advertising Standards.

► Clients can choose to have a Display Page created to link from their ads. This page is similar to a one page website that can feature links to other sites, email or online form.

Castanet ad size templates in .psd format are available on request from your marketing consultant.
1pt. stroke - 7px radius

 Over 500 advertisers are on Castanet each year.