

# ADVERTISING AD SPECS

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



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.

## Embedded Banner

640x90

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



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

## Billboard

970x250

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



## Small Rectangle

300x100

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



## Mobile

588x128

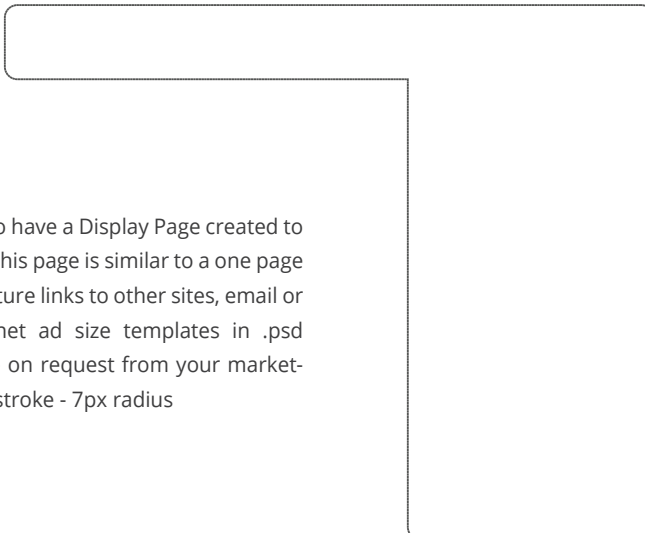
File Format: .jpg  
Max file size: 80k  
No Animation



## Classifieds Photowrap

900x600

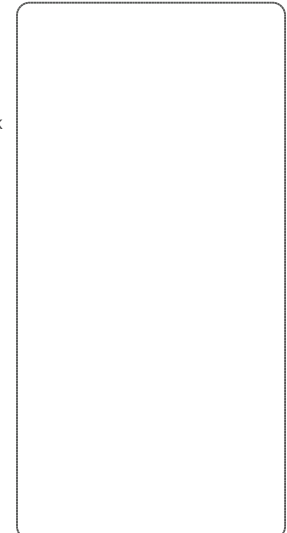
File Format: .jpg  
Max file size: 125k  
No Animation



## Half Page

300x600

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



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