# Ad Specs & Guidelines

| Unit | Dimensions | File Size | Other |
|---|---|---|---|
| Page Skin | 1900x1200 | 100k max initial load | Allow for website content in center 980x1200 area |
| Launchpad | 970x66 | 100k max initial load | Can Expand to 970x418 Third party tag only for expandable unit. |
| Leaderboard | 728x90 | 40k max initial load | |
| Rectangle | 300x250 | 40k max initial load | |

**Required Deliverables for Image Ad with Click URL**
- JPEG, GIF or FLASH (Flash 8 preferred)
- Click-thru URL

Do not embed the destination URL into the graphic.

**Required Deliverables for Third Party Ad Tag**
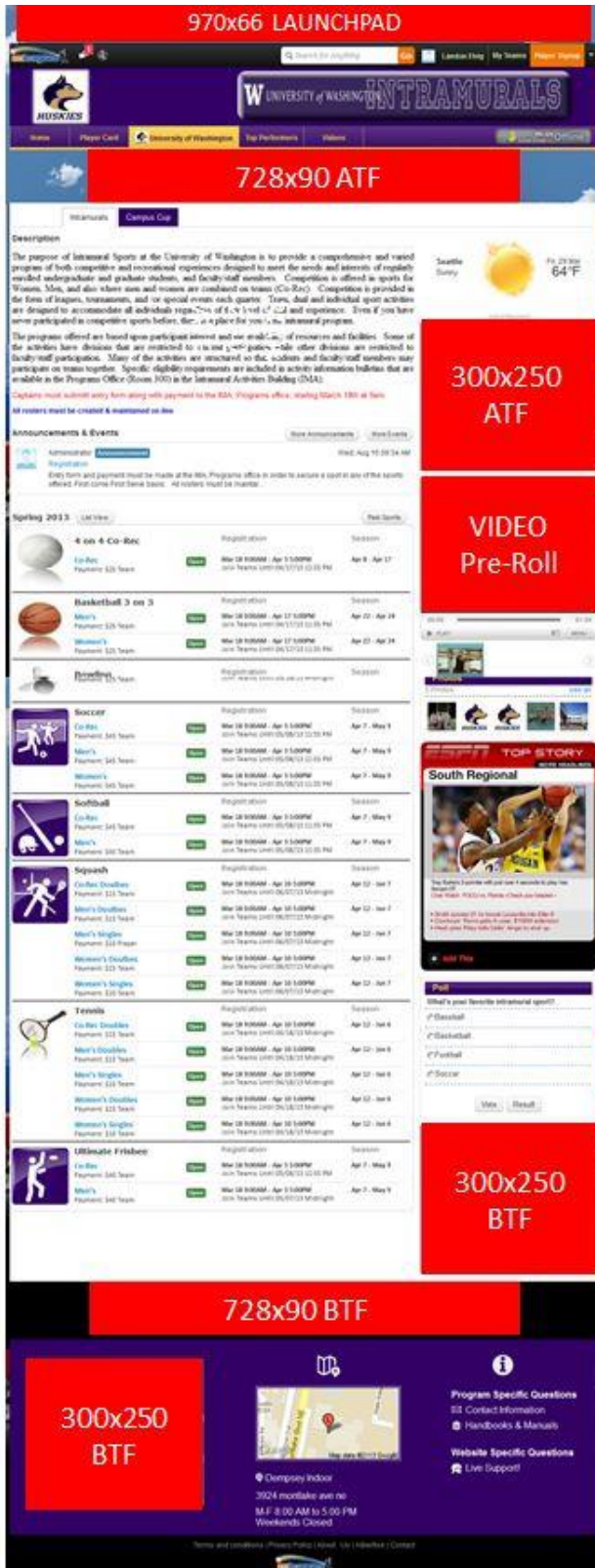- JavaScript Only Tags in text format if possible

**Rich Media:**

| | |
|---|---|
| Looping | 3 loops maximum |
| Animation | 15 Seconds maximum |
| In-Banner Video | Audio must be user initiated by click |

Please have all files delivered to us five business days prior to running on imleagues.com.

# Website Placements



The IMLeagues Self-Serve Platform is designed to provide you with premium inventory that is VIEWABLE.

There are two types of placements you can choose from.

**ATF Placements**

Above-the-Fold units can include

- Page Skin
- 970x66 Launchpad
- Leaderboard (728x90 ATF)
- Rectangle (300x250 ATF)

**BTF RealVu Verified Impressions**

We have partnered with RealVu to provide viewable below-the-fold impressions. You only pay for ads that meet RealVu's criteria for viewability.

BTF placements can include:

- BTF Right Rail 300x250
- BTF Center 728x90
- BTF Contact Footer 300x250

# Email Placements



The IMLeagues Self-Serve Platform allows you to place viewable ad units into emails being sent from schools to students.

**LiveIntent Verified Impressions**
We have partnered with LiveIntent to provide viewable impressions. You only pay for ads that meet Live Intent's criteria for viewability.

**Header:**
728x90 Only

**Footer:**
728x90
Or
300x250