

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:

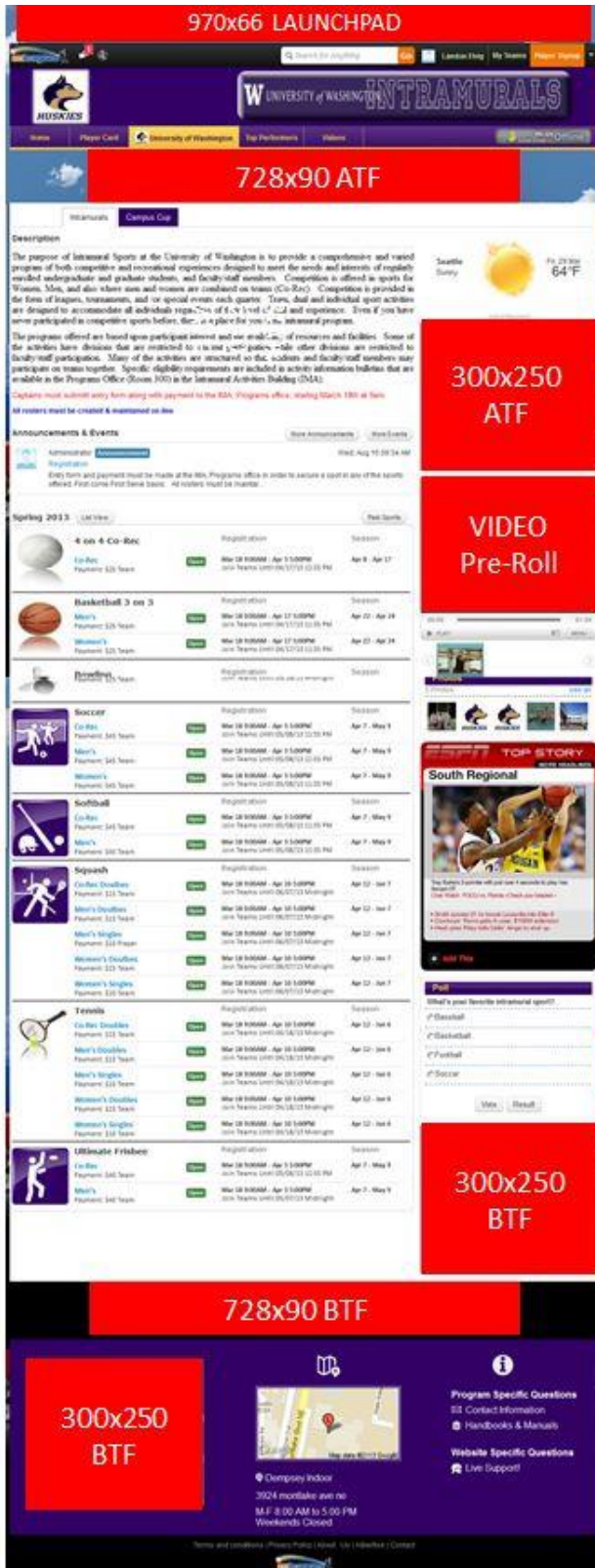
Looping	3 loops maximum
Animation	15 Seconds maximum
In-Banner Video	Audio must be user initiated by click

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

Website Placements

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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

From: [REDACTED]
 Date: Wed, Mar 5, 2014 at 9:34 AM
 Subject: Rec Sports Update You Don't Want to Miss!
 To: [REDACTED]



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We've got a lot going on in Rec Sports this week before you leave town so you'll want to stay updated!


- 1) Two Sport Clubs are having interest meetings tonight to gauge interest in expansion of the Sports Club Program. The Outdoor Club will be meeting tonight at 6pm and the Lacrosse Club will meet at 7pm. Both meetings take place in CSC Conference Room 3. If you're interested in joining and assisting in expansion with either of these clubs, make an effort to attend.
- 2) Skydiving is just 2 weeks away! Mercer Outdoors is traveling to Skydive Atlanta on March 22 to take part in this exciting activity. The cost is just \$100 total, with a \$75 non-refundable deposit due no later than this Friday, March 7. Transportation is included in the cost if needed. For more information, contact Todd Thomas at thomas_ta@mercer.edu (you can also reply to this message).
- 3) Intramural Softball registration closes on Thursday, March 6 at 11:55pm. Register your team today! In addition, 11 v 11 soccer registration will be opening soon. Stay up to date by visiting the Mercer IMLeagues.com page.


Have a great spring break!

Best
IMLeagues team

P.S. Make sure to like/follow us:
 Facebook - [facebook.com/IMLeagues](https://www.facebook.com/IMLeagues)
 Twitter - @IMLeagues

You're receiving this email from IMLeagues. Want to control which emails you receive from imleagues? Go to: <http://www.imleagues.com/Members/Account.aspx>



Powered by 

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