Website Banner Ad Specs

1105 Media Ad Serving Platform is Google Ad Manager 360
(formerly DFP Premium)

Standard Image Files
Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5
Acceptable up to 100K
Ad design and development guidance can be found here: https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications
• Initial Load: The file size should be maximum 80K.
• Subsequent Load: The file size should be between 70-80K.
• Number of Subsequent Loads: 1-2
• In-banner Video: We can accommodate as long as it fits into the max 80K file size.
• Special Frame Requirements: None, but must follow our specs & file size.
• Max Animation Time: 10-15 seconds
• FPS (frames per second): 20-25 (max 30)
• Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
• Max Uninitiated Video Length: None if it fits into max 80K file size
• Concurrent Video/Animation: 25-30 seconds
• Audio Initiation After Expansion: User controlled with click
• Expandable Hotspot Limitation: No limitations

eNews Banner Ad Specs

Banner Sponsorship - 40K maximum file size
eNews Info Center - 300x250
Large Right Box - 300x250
Large Square - 300x300
Top - 468x60
Bottom - 468x60
Click-thru URL

New Product - 40K maximum file size
150x150 image (.jpg or .gif), Headline: 55 characters max, Body text: 40-60 words, Click-thru URL

Headline
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.
URL should be limited to 250 characters.

Acceptable Files
Static GIF or JPG files

Please submit materials to Francisco Arreola at farreola@1105media.com. Phone: 818-814-5389

All website and eNews creative is due 5 business days prior to launch.