

2025 DIGITAL DISPLAY AD SPECIFICATIONS

RUN OF SITE

ASSETS REQUIRED	PIXEL SIZE	MAX IMAGE FILE SIZE	MAX HTML FILE SIZE
Billboard	970 x 250	40 KB	250 KB
Half Page	300 x 600	80 KB	150 KB
Big Box	300 x 250	40 KB	100 KB
Leaderboard (optional)	728 x 90	40 KB	150 KB
Super Leaderboard (optional)	970 x 90	40 KB	200 KB

HOMEPAGE TAKEOVER

ASSETS REQUIRED	PIXEL SIZE	MAX IMAGE FILE SIZE	MAX HTML FILE SIZE
Billboard	970 x 250	40 KB	250 KB
Half Page	300 x 600	80 KB	150 KB
Big Box	300 x 250	40 KB	100 KB
Leaderboard (optional)	728 x 90	40 KB	150 KB
Super Leaderboard (optional)	970 x 90	40 KB	200 KB

PRE-ROLL

VIDEO FORMAT
• MP4 Files Only • 1920 x 1080 Resolution • H.264 Video Codec • Maximum File Size: 100MB • Video Duration: 15 seconds • Preferred Data Rate: 10Mbit/seconds

AD ROLL

VIDEO FORMAT
• MP4 Files Only • Ratio: 1:1 • Dimension: 1280 x 720px • Maximum File Size: 100MB • Video Duration: 15/30 seconds • FPS: 24

CUSTOM DESIGN

NEWSLETTERS
• 1-2 images, high res (over 300dpi) • Logo, high resolution • Key brand messaging • Maximum File Size: 100MB

EDITORIAL DOMINATION

NEWSLETTERS
• 540 x 300 Pixel Size x3 Ads • Maximum image file size: 40KB • Maximum HTML file size: 100KB

GENERAL DEADLINES & REQUIREMENTS:

- Ads served locally require GIF/JPG and click-through URL.
- Compressed (.zip) HTML 5 file must include all assets contained within ad package. Includes HTML, images, CSS, JavaScript, font files, media and any other files.
- Tags are accepted for all ad formats.

AD SCHEDULE: Assets must be submitted 5 days prior to activation for Digital Display and Video and Editorial Domination. Assets for Custom Newsletters must be submitted 4 weeks prior to deployment.

SUBMISSION GUIDELINES: Please send creative to hhcreative@hhmedia.com