# CRN Tablet App Advertising Specs

## Full Page Interactive Ad

- 1024x610 - Landscape
- 768x866 - Portrait
- Max file size: 100K

## Leaderboard

- 728x90
- Max file size: 40K

## Tile

- 125x125
- Max file size: 40K



***Don't have the creative for the full page interactive ad?*** We'll help create it for you – at no added charge! (see next page for details)

## Sponsor Bar

- Click through URL
- No logos accepted

File Type: gif, jpeg, and HTML5.

Flash or animations will NOT be accepted.

# Full Page Interactive Interstitial Ads

Section sponsorships include an exciting new branding opportunity – **a full page interactive ad** (with multiple tabs) that's presented to readers between articles in your section.

Promote your products and program through rich media assets – videos, whitepapers, links to your partner portal, etc. And best of all – we'll help you build the platform – at no added charge!



*Don't have the creative for the full page interactive ad?*
*We'll help create it for you – at no added charge!*

# Vendor Company Page Creative Specs

**BEST PRACTICES: WHAT SHOULD YOU PROMOTE**
Your sponsorship includes 3 ad units on your company page.  Best practices dictate that you should NOT use the same creative in all three slots.
Things that readers respond best to:

- *Your company app*
- *Whitepapers or case studies*
- *A video message from your Channel Chief*
- *Your partner portal*

## Specs
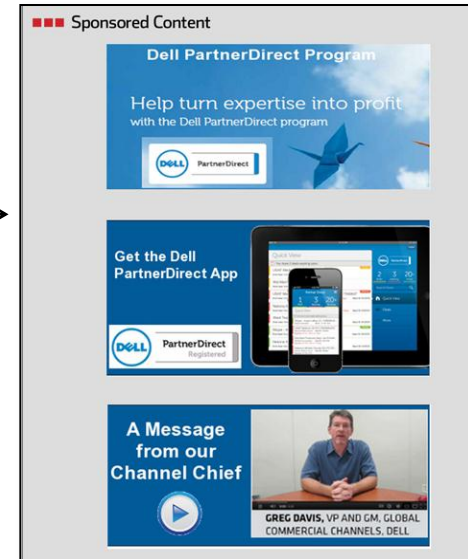**Dimensions:** Each ad unit is 400x180 pixels

**Formats**: NON-animated gif, jpg, png, html, Video (mp4)

**Max File Size:** 40K

**Linking URL:** is required upon submission and must go to a non-flash based site, or site that does not require

**Deadlines:** Two business days before launch

Be sure to download the CRN App to see your ads in action

# Thank You

For more information contact:

**Kathryn Carroll | Senior Online Campaign Analyst**

Online Advertising Services | UBM Technology

Phone:  516-562-7635

Email:  kcarroll@thechannelcompany.com

*Link to creative specs: Click Here*

UBM
Channel