

# CQ ROLL CALL

## DIGITAL AD SPECS 2017

### DELIVERY INFO

- E-mail all materials to: [adops@cqrollcall.com](mailto:adops@cqrollcall.com) to confirm submission.
- Standard ads due 3 days prior.  
Rich Media (expanding ads/interstitials/video) due 5 days prior.

### FOR ALL DIGITAL FILES

- We accept GIF, JPG, HTML5 and third-party served ads. HTML5 creative must be third-party served. No flash ads.
- 30-second maximum for all animation.
- 24 maximum frames per second.
- Any creative with white background must include minimum 1-pixel border.
- Graphic looping: 30 seconds, 3x.
- \* HTML5 creative can be 100K max file size.

### E-NEWSLETTERS

- Creative type: gif or jpg only
- Click-thru URL/click command
- No third-party tags or 1 x 1 tracking pixels

ROLLCALL.COM	40k Max File Size
AD SIZE	
728x90	
300x600	
300x250	
300x1050	
970x90	
970x250	
640x480 (interstitial)	
972x600 (Super interstitial)	

ROLL CALL APP	20k Max File Size
AD SIZE	
320x480	
480x320	
300x250	
728x90	
768x1024	
1024x768	

CQ.COM	40k Max File Size
AD SIZE	
728x90	
300x600	
300x250	

# ROLL CALL APP

## DIGITAL AD SPECS 2017

### AD ARTWORK:

**File Dimensions:** (in pixels)

**iPhone:**

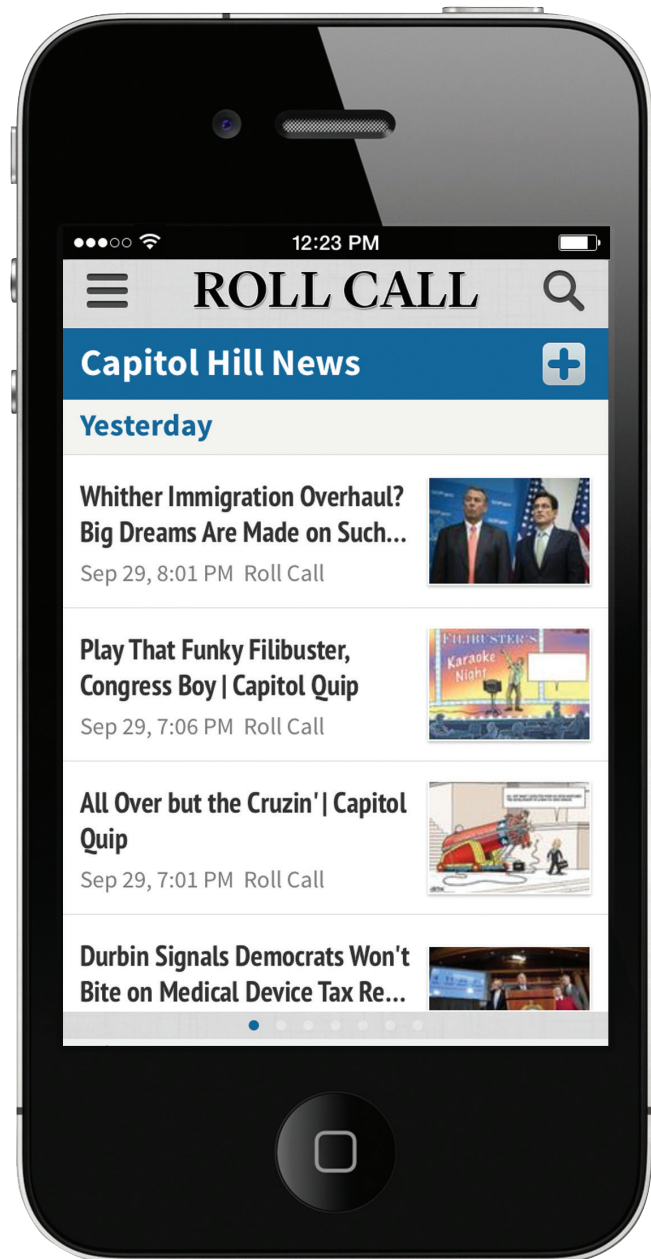
- 300x250
- 320x480
- 480x320
- 20k max file size

**iPad:**

- 728x90
- 300x250
- 768x1024
- 1024x768
- 40k max file size

**File Format:**

- .JPG, .GIF or .PNG, no third-party tags or 1x1 tracking pixels accepted
- 30-seconds max animation.
- 24 maximum frames per second.
- All creative with white background must include minimum 1-pixel border.
- Graphic looping: 30 seconds, 3x.



# ROLLCALL.COM

## INTERSTITIAL AD SPECS 2017

### ARTWORK SPECIFICATIONS:

- 640x480 interstitial
- 972x600 super interstitial
- 100k max file size
- Can be a JPG, GIF, HTML5 or third-party tag. HTML5 creative must be third-party served.
- **Do not** include a close button; template has one built-in
- 10-seconds max animation
- Sound must be user-click-initiated
- Creative due 5 business days prior to launch

