

CQ ROLL CALL

DIGITAL SPECS 2018

ROLLCALL.COM (DESKTOP)				
AD SIZE	FILE SIZE	MAX ANIMATION TIME	MAX FRAMES PER SECOND	# OF LOOPS
Leaderboard 728x90, 970x90, 970x250	40K	:30	24	3 loops max
Flex Unit 300x250, 300x600, 300x1050	40K	:30	24	3 loops max
Interstitial 640x480, 972x600	40K	:30	24	3 loops max

CQ.COM (DESKTOP)				
AD SIZE	FILE SIZE	MAX ANIMATION TIME	MAX FRAMES PER SECOND	# OF LOOPS
728x90, 300x250, 300x600	40K	:30	24	3 loops max

ROLLCALL.COM (MOBILE WEB)				
AD SIZE	FILE SIZE	MAX ANIMATION TIME	MAX FRAMES PER SECOND	# OF LOOPS
320x50 , 300x250	40K	:30	24	3 loops max

ROLL CALL APP				
AD SIZE	FILE SIZE	MAX ANIMATION TIME	MAX FRAMES PER SECOND	# OF LOOPS
300x250, 300x480, 480x320, 728x90, 768x1024, 1024x768	20K	:30	24	3 loops max

VIDEO				
AD SIZE	FILE SIZE	LENGTH	FORMATS	NOTES
640x360	512 MB (or max possible 4:3 aspect ratio. DFP will resize)	:15 or :30	MP4, MOV. Also, HTML5/VAST3/ VPAID2 HTML tags must be third party served. No flash (SWF).	24FPS, Prefer DCM tags= Internal redirect or java

PODCAST		
LANDING PAGE BANNER SIZES	FORMAT	LENGTH
Leaderboard 728x90, 970x90, 970x250 Flex Unit 300x250, 300x600, 300x1050 Interstitial 640x480, 972x600	Audio Script Reading Pre-roll/ Lead-in, up to :30 for Mid-roll	Up to :15 for Pre-roll/ lead-in, up to :30 for Mid-roll

E-NEWSLETTERS

Roll Call:

728x90 & 300x250

- Creative Type: GIF or JPG only.
- Click-thru/click command.
- No third-party tags or 1x1 tracking pixels. **CQ:**
- Headline: Fewer than 10 words
- Text: 50 Words / 325 characters (with spaces)
- Click-thru/click command.

DELIVERY INFO

- Email all materials to:
adops@cqrollcall.com to confirm submission.
- Standard ads due 3 days prior.

ADDITIONAL INFO

- Media Types: JPG, GIF, PNG, HTML5, no third-party tags or 1x1 tracking. HTML5 creative must be third-party served.
- No flash files or expanding files.
- All Creative with a white background must include a minimum 1-pixel border.