

CQ ROLL CALL

DIGITAL AD SPECIFICATIONS 2014

DELIVERY INFO

- E-mail all materials to: 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, SWF and third-party served 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.

FLASH INFO

- Flash version: 6.0-10.1 accepted.
- Flash backup file: gif or jpg required.
- Audio activation: click to initiate.
- Expanding ads must be third-party served.
- Flash clickTAG requirement (clickTAG is case sensitive)

clickTag info:

Each SWF file needs to include the DoubleClick for Publisher's specific clickTAG method. The method works with either ActionScript 2.0 or ActionScript 3.0. If you need the DFP specific clickTAG info, please email adops@cqrollcall.com and we will send to you.

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	EXPANSION NOTES	EXPANDABLE SIZE	EXPANDING DIRECTION
728x90	User-click initiated	728x180	Down
300x600	User-click initiated	600x600	Left
300x250	User-click initiated	600x250	Left
300x1050	no expansion	n/a	n/a
970x90	User-click initiated	970x415	Down
130x30	n/a	n/a	n/a
640x480 (interstitial)	n/a	n/a	n/a

ROLL CALL APP			20K Max File Size
AD SIZE	FILE FORMAT INFORMATION	DEVICE	
320x50	.GIF, .JPG, or .PNG	iPhone	
320x480	.GIF, .JPG, or .PNG	iPhone	
728x90	.GIF, .JPG, or .PNG	iPad	
300x250	.GIF, .JPG, or .PNG	iPad	
768x1024	.GIF, .JPG, or .PNG	iPad	
1024x768	.GIF, .JPG, or .PNG	iPad	

CQ.COM		40k Max File Size
AD SIZE	EXPANSION NOT AVAILABLE	
728x90	n/a	
300x250	n/a	