



### Rollcall.com

AD SIZES	Max Weight (kB) Initial Load	Max Weight (kB) Sub Load	File Types	Max Loops	Max Animation
Standard 300x50, 320x50, 728x90, 120x600, 160x600, 300x250, 300x600	50kB init	100kB	GIF,JPG, PNG, HTML5	3	15 sec
X Large 320x150(mobile), 300x1050, 970x90, 970x250, 970x500	250kB init	500kB	GIF,JPG, PNG, HTML5	3	15 sec

\*Audio, Video, Interactions must be user initiated on roll or click.

\*Rich media must be 3rd party served (i.e. In-Banner Video/Expanding)

\*HTML5 must be 3rd party served. No flash.

\*White backgrounds should include 1px border.

### Video

AD SIZE	FILESIZE	MAX LENGTH	FORMAT	NOTES
640x360 or 4:3 aspect ra- tio. Ad Server will resize	512 MB	: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
RollCall Banner Sizes	Audio MP3 Pre-roll Sample Rate 44.1khz or higher	Up to :30 for Pre-roll

### CQ.com

AD SIZE	FILESIZE	MAX LENGTH	MAX FPS	# OF LOOPS
728x90, 300x250, 300x600	40K	:30	24	3 loops max

#### Submission

Please submit all materials by emailing files to [adops@cqrollcall.com](mailto:adops@cqrollcall.com).  
Standard ads due 3 days prior.