Pharmaceutical Executive

WEBSITE AD DIMENSIONS

- Rectangle: 300x100 pixels; 40 KB max; GIF, JPEG, or *Flash accepted
- Leaderboard: 728 x 90 pixels; 40 KB max; GIF, JPEG or *Flash accepted
- Box : 300x250 pixels, 40 KB max; GIF, JPEG, or *Flash accepted
- Sponsored link: Up to 10 words + url
- Interstitial: 640x480 pixels; 40 KB max; GIF or JPEG, 3rd party tags accepted, but must be standard html. NO Java Script tags. No flash ads accepted.

+ If submitting Flash, specific instructions will be supplied prior to ad creation

+ Materials are due 10 business days before desired run date

E-NEWSLETTER AD DIMENSIONS

Banner

- Ad Size: 468x60

Skyscraper

- Ad Size: 160x600

Button

- Ad Size: 120x60

Text Ad

- 65 words

Leaderboard

- Ad Size: 728x90
- **Product Showcase**
- 65 words

  1 product image (110 pixels wide)

Ad Size: For all banner ad sizes

- **Max File Size: 40kb**
- **Formats Accepted: Gif, Animated Gif or Jpg *No Flash/Rich Media accepted for eNews or Alerts* If 3rd party, only Click URL and 1x1 pixel tracker accepted with Gif, Animated Gif or Jpg.**
- **1 Live Click URL**
- **Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries the call to action and is not too ambiguous.**

+ Materials are due 10 business days before desired issue date