

AD SPECS

GENERAL REQUIREMENTS:

- Accepted file formats: GIF, JPEG, Rich Media & Third Party Served ads.
- Rich Media ads require the use of "clickTAG" in place of URLs. All Rich Media should be in compliance with Google specifications.
- GearJunkie.com uses DoubleClick for Publishers for ad serving. Internal redirects are preferred for third party ads housed in DoubleClick for Advertisers or other DFP instances.
- Full specifications for accepted DFP media types are available online.
- Ads in GearJunkie email newsletters cannot use Rich Media or Third Party Tags.

Medium Rectangle

300 x 250 pixels, 100 kB, 15 seconds
Max file size 1 MB - Third Party accepted

Mobile Adhesion Unit

360 x 90 pixels, 50 kB, 15 seconds
Max file size 500 kB; Third Party accepted

Double Billboard

970 x 250 pixels, 100 kB, 15 seconds
Max file size 1 MB - Third Party accepted

Site Skin/Wallpaper

2x 475 x 1200 pixels, 100 kB, No animation/video
Max file size 1 MB - Static image only, Third Party tracking URLs accepted
Refer to GJ's Site Skin .psd templates for building this unit

16:9 Pre-Roll Video (:15 and :30)

.mov, .mp4, VAST tag, 30 MB
Max file size 30 MB; Third Party accepted

E-Newsletter Ads

Newsletter is sent 3 times a week. There are 2 different ad placements:
High-Impact 600 x 250, 100 kB, No animation/video/JavaScript - Image only
300 x 250, 100 kB, No animation/video/JavaScript - Image only

GearJunkie AdOps:

Jason Hill: JasonHill@GearJunkie.com | 502.802.5391

GearJunkie Sales Reps:

Mike Santi:	Mike@GearJunkie.com		612.669.3456
Kyle Nossaman:	Kyle@GearJunkie.com		612.351.239
Zach Burton:	Zach@GearJunkie.com		320.295.2312