

Bankrate Display Advertising Specs

Ad Unit	Dimensions	Page Type Placements	Max File Size	BR-served file types	3rd Party served file types	Expanding Action	Initiation	Animation Looping/Length
Leaderboard	728x90	All pages (with the exception of Bankrate Corporate pages and printer-friendly pages)	40k	GIF, JPEG, Flash, HTML, DHTML	Rich media file types accepted: PointRoll. Other formats accepted on a case-by-case basis, contingent on testing.	No expanding allowed on this unit. Note: when Pencil ads appear on the page, Leaderboards will not appear	N/A	15 seconds
Bottom Banner	728x90	See above	40k	GIF, JPEG, Flash, HTML, DHTML	See above	N/A	N/A	15 seconds
Medium Rectangle (Flex)	300x250	See above	40k	GIF, JPEG, Flash, HTML, DHTML	See above	Expands left to 500x250 max. Pointroll is accepted. Other 3rd party is on a case-by-case basis, subject to testing.	User-initiated (rollover)	15 seconds
Half Page (Flex)	300x600	See above	40k	GIF, JPEG, Flash, HTML, DHTML	See above	Expands left to 600x600 max. Pointroll is accepted. Other 3rd party is on a case-by-case basis, subject to testing	User-initiated (rollover)	15 seconds

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Skyscraper (Flex)	160x600	See above	40k	GIF, JPEG, Flash, HTML, DHTML	See above	Expands left to 320x600 max. Pointroll is accepted. Other 3rd party is on a case-by-case basis, subject to testing	User-initiated (rollover)	15 seconds
Rectangle	180x150	Story pages	20k	GIF, JPEG, Flash, HTML, DHTML	See above	N/A	N/A	15 seconds
3:1 Rectangle	300x100	All pages (with the exception of Bankrate Corporate pages and printer-friendly pages)	20k	GIF, JPEG, Flash, HTML, DHTML	See above	N/A	N/A	15 seconds
Homepage Carousel Ad	300x250	Main homepage	40k	GIF, JPEG, Flash, HTML, DHTML	See above	N/A	User-initiated (rollover)	8 seconds
Expandable Pencil Ad	990x30 closed 990x300 open, 2 files required	Main homepage, top-level homepages and category homepages with a frequency cap	40k	GIF, JPEG, Flash	N/A. Served by Bankrate	Down - pushes content down. Ad expands upon hover, contracts when user mouses off	User-initiated (rollover)	15 seconds

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Product Spotlight	HTML unit 292x150	All channel homepages, left or center rails, links directly to advertiser's site	15k	HTML	N/A	N/A	N/A	N/A
Content Center	300x150	All channel homepages, right rail, links to Bankrate content, sponsored by advertiser	20k	HTML	N/A	N/A	N/A	N/A
Partner Center	Logo: 145x25 Text: 2 lines, 28 characters per line, including spaces	All pages (with the exception of Rate Tables, Bankrate Corporate pages and printer-friendly pages)	2k for logo	GIF, JPEG for logo	N/A	N/A	N/A	N/A
Interstitial	800x500 max	Between the page with a frequency cap	80k	GIF, JPEG, Flash	N/A	N/A	N/A	Before rate tables: 5 seconds. Before all other pages: 15 seconds.
Text Link	35 characters max, including spaces	Top right of every page on the site	N/A	N/A	N/A	N/A	N/A	N/A
Text Link with Logo	Logo: 80x20 Text: 35 characters max, including spaces	Top right of every page on the site	Logo: 1k, official corporat e logos only	GIF, JPEG for logo	N/A	N/A	N/A	N/A

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Brokerage Table Listing	Logo: 120x90 Text: 140 characters max, including spaces	Brokerage Table page	Logo: 3k, official corporate logos only	GIF, JPEG for logo	N/A	N/A	N/A	N/A
Contextual Sponsored Text Links	Headline: 50 characters max, including spaces Description: 125 characters max, including spaces	Story, calculator and rate pages	N/A	N/A	N/A	N/A	N/A	N/A
Video: Pre-Roll	576x326 screen size	Varies	Case-by-case basis	.FLV files only	N/A	N/A	automatic	15 seconds
Video: In-Banner	300x250, 300x600, 160x600	All pages (with the exception of Bankrate Corporate pages and printer-friendly pages)	40k initial downloaded polite file size	N/A	See above	N/A	automatic	15 seconds

Note: All display ad units need a visible, high contrast 1x1 pixel border.