

Ad Size	970x250	728x90	320x50	300x250	300x600	Audience Extension
<b>HOUSINGWIRE.COM</b>						
Run of Premium	X		X		X	X
Run of Site		X	X	X		X
Category / Keyword Targeting	X	X	X	X	X	X
<b>RUN OF HWMEDIA NETWORK</b>						
Required Ad Sizes	X	X	X	X	X	X
<b>HOUSINGWIRE NEWSLETTERS</b>						
Leaderboard / Banner	X					X
Text Ad: Headline (65 characters max), Body (250 characters max)						
Hero Text Ad: Headline (50 characters max), Body (300 characters - can include up to 3 bullet points)						
<b>AUDIENCE EXTENSION AND PROGRAMMATIC CUSTOM AUDIENCES</b>						
Required Ad Sizes	X	X	X	X	X	
<b>VIDEO</b>						
Pre-Roll: 15 seconds max, MP4 format						
Sponsored Video: 2-3 minutes, MP4 format, max resolution 1920x1080 pixels						



## FINLEDGER

Ad Size	970x250	320x50
<b>FINLEDGER.COM</b>		
Run of Site	X	X
<b>FINLEDGER NEWSLETTERS</b>		
Share of voice: Vector version of company logo (.AI or .EPS)		
Text Ad: Body (300 characters max), Clickable CTA (15 characters max)		

### SUBMISSION METHODS

- Please submit all ad materials through HW Media's ad client portal: **HW.SendMyAd.com**

- All ads are due 5 business days prior to the scheduled campaign start date.

### FILE FORMATS

- JPG, GIF, PNG or 3rd Party Tags (\*tags are not accepted in any newsletters)
- Flash Files (SWF) are not accepted.
- Animated GIFs must have a 30 second maximum animation cycle and not loop more than twice.
- A maximum of 2 ad concepts can run at the same time.
- Maximum File Size: 250 KB

### PRODUCTION REQUIREMENTS

- Creative with a white background must have a minimum of a 1-pixel border (black or dark color) to differentiate ad from editorial content.
- Javascript and/or Flash functions (mouse over, etc.) are not permitted or available.
- URL must click through to a landing page and cannot open to a PDF.
- Minimum font size is 8 pt

Ad Size	970x250	320x50
<b>REALTRENDS.COM</b>		
Run of Site	X	X
<b>REALTRENDS NEWSLETTERS</b>		
Text Ad: Headline (65 characters max), Body (250 characters max), Clickable CTA (15 characters max)		