

DIGITAL ADVERTISING SPECIFICATIONS

DISPLAY DIMENSIONS

Standard:

970x250 or 970x90 or 728x90,
300x600, 300x250

High impact:

970x250 or 970x90 or 728x90

Homepage takeover:

970x250 or 970x90 or 728x90,
300x600, 300x250

Welcome ad:

300x250
640x480

NEWSLETTER

**FedScoop, CyberScoop,
WorkScoop, StateScoop &
EdScoop**

Text only: Up to 500 characters
body text, 60 characters
heading, call to action & URL

DISPLAY FORMATS

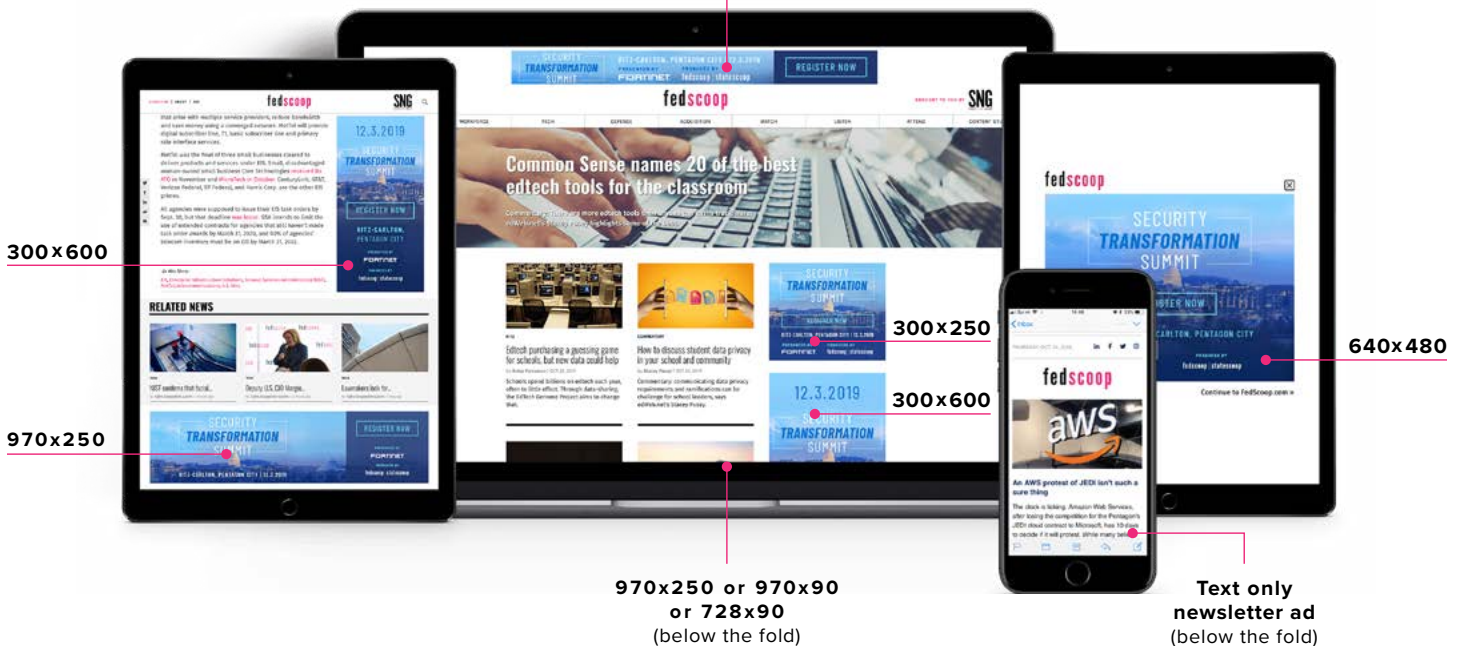
Accepted files:

.jpg, .png, .gif or HTML5

Max file size:

1MB

High Impact
970x250 or 970x90 or 728x90



300x600

970x250

300x250

300x600

640x480

970x250 or 970x90
or 728x90
(below the fold)

Text only
newsletter ad
(below the fold)