

Ad specification sheet

Every size, format and file limit we accept, on one page. Print it, download it, or hand it to your designer.

Updated September 2026

Display advertising

Placement	Specification	Formats	File limit	Notes
Medium rectangle	300 × 250 px	JPG, PNG, GIF, WebP	150 KB	Articles and sidebars. Most widely supported size.
Leaderboard	728 × 90 px	JPG, PNG, GIF, WebP	150 KB	Desktop headers and above content.
Mobile banner	320 × 50 px	JPG, PNG, GIF, WebP	50 KB	Mobile placements. Keep type large.
Large mobile banner	320 × 100 px	JPG, PNG, GIF, WebP	80 KB	Mobile in-content.
Half page	300 × 600 px	JPG, PNG, GIF, WebP	200 KB	High-attention sidebars.
Large rectangle	336 × 280 px	JPG, PNG, GIF, WebP	150 KB	Editorial content.
Billboard	970 × 250 px	JPG, PNG, GIF, WebP	250 KB	Premium desktop positions. Confirm availability.
Wide skyscraper	160 × 600 px	JPG, PNG, GIF, WebP	150 KB	Legacy sidebars. Ask before producing.
Animation	15 s max, 3 loops	GIF, HTML5 on request	—	End on a clear final frame containing the offer and logo.

Newsletter sponsorships

Placement	Specification	Formats	File limit	Notes
Primary sponsor banner	600 × 200 px (1200 × 400 @2x)	JPG, PNG	200 KB	Top of the issue. Include logo inside the image.
Featured item image	600 × 300 px (1200 × 600 @2x)	JPG, PNG	250 KB	Runs beside a short copy block.
Logo	300 px wide, transparent	PNG, SVG	60 KB	Horizontal lockup preferred.
Headline	≤ 60 characters	Plain text	—	One idea. No ALL CAPS.
Body copy	40–120 words	Plain text	—	Written for the reader, not about the brand.
Call to action	2–5 words + URL	Plain text	—	Use a tracked link. See UTM guide.
Dedicated send	600 px wide layout	HTML or copy + images	100 KB HTML	Publisher approval required. Plain-text version supplied.

Podcast advertising

Placement	Specification	Formats	File limit	Notes
Host-read 30 s	70–85 words	Talking points (doc)	—	Host reads in their own words. Send bullets, not a script.
Host-read 60 s	140–170 words	Talking points (doc)	—	Room for one story or example.
Produced spot	15 / 30 / 60 s exact	WAV 44.1 kHz 16-bit or MP3 192 kbps+	20 MB	Loudness –16 LUFS integrated, –1 dBTP peak. No music bed clashing with show.
Vanity URL / promo code	1 short URL, 1 code	Plain text	—	Easy to say aloud. Lower-case, no hyphens.
Position	Pre-roll, mid-roll or post-roll	—	—	Mid-roll performs best for host reads.

Sponsored features

Placement	Specification	Formats	File limit	Notes
Article length	600–900 words	Google Doc or .docx	—	Written or edited by The Ad Mart. Clearly labelled as sponsored.
Headline	≤ 70 characters	Plain text	—	Say something useful, not the brand name.
Hero image	1600 × 900 px	JPG	600 KB	Landscape photography. No text baked in.
Inline images	1200 px wide, up to 2	JPG, PNG	400 KB each	Captions and credits supplied.
Author photo	600 × 600 px	JPG	200 KB	Square crop, face centred.
Author bio	≤ 50 words	Plain text	—	Name, role, one credential, one link.

Social campaign

Placement	Specification	Formats	File limit	Notes
Square post	1080 × 1080 px	JPG, PNG	1 MB	Safe area 40 px inside each edge.
Portrait post	1080 × 1350 px	JPG, PNG	1 MB	Feeds. Highest reach format.
Story / vertical	1080 × 1920 px	JPG, PNG, MP4 (H.264)	4 MB / 30 MB	Keep text out of the top and bottom 250 px.
Landscape link image	1200 × 630 px	JPG, PNG	1 MB	Used for link previews (Open Graph).
Short video	≤ 60 s, 1080p	MP4 (H.264, AAC)	100 MB	Captions burned in or as .srt.
Post copy	≤ 125 characters visible	Plain text	—	Hashtags ≤ 3. One link.