Digital Magazine Display Ads

SPECIFICATIONS & MATERIALS NEEDED

CTE's digital magazine Adaptive Content Engine extends your advertising reach by leveraging multiple ad positions available on desktop, mobile, and apps. All ad positions can also be served through *Google Ad Manager*.

Header Ad — (Top Banner)

- Desktop/Mobile browsers and App
- Banner slot located above the logo
- Sizes: 960×90 (x-large screens), 728×90 (standard screens) and/or 320×50 (mobile devices)
- Close button optional

Footer Ad — (Bottom Banner)

- Desktop/Mobile browsers and App
- Banner slot located at bottom of screen (this position does cover content)
- Sizes: 960×90 (x-large screens), 728×90 (standard screens) and/or 320×50 (mobile devices)
- Close button optional (but recommended)

Table of Contents Ad

- Desktop/Mobile browsers and App
- Sizes: 300×250 (standard/x-large screens) and/or 320×50 (mobile devices)

TOC ON MOBILE

Header Ad

TOC Ad

ARTICLE VIEW ON DESKTOP

Header Ad

< Back Home

TOC Ad

Footer Ad

Content Hub Sponsored Ad Module

- Desktop/Mobile browsers and App
- Banner ad slot located in sidebar on desktop, between modules on mobile
- Sizes: 300×250
- Multiple of these ad modules can be placed

Inline Article View Ads

- Desktop/Mobile browsers and App
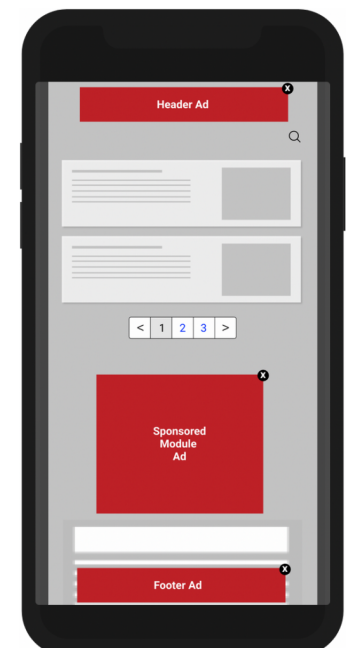- Sizes: 300×250 (standard/x-large screens) and/or 320×50 (mobile devices)

ARTICLE VIEW ON MOBILE

Header Ad

FEATURED

Footer Ad

CONTENT HUB ON DESKTOP

Header Ad

Search

ISSUES

Sponsored Module Ad

FEATURED

Footer Ad

CONTENT HUB ON MOBILE

Header Ad

< 1 2 3 >

Sponsored Module Ad

Footer Ad

Advertisement	Description/Placement	Dimensions
Top Banner	Static images (jpg, png, gif) or Google Ad Manager. *Available for Reading View[1] and Page View[2]	320×50 (small screens) 728×90 (large screens) 960×90 (XL screens)
Bottom Banner	Static images (jpg, png, gif) or Google Ad Manager. A close button is required as this position will float over content. *Available for Reading View and Page View	320×50 (small screens) 728×90 (large screens) 960×90 (XL screens)
TOC & Content Hub Ads	Static images (jpg, png, gif) or Google Ad Manager. *Available for Reading View and Page View	300×250 or 300×100
Inline Article View Ads	Placed within articles. *Available for Reading View only	Sizes: 300×250 (standard/x-large screens) and/or 320×50 (mobile devices)
Pop-Ups	Static images (jpg, png, gif), videos or iFramed content (e.g. polls, surveys, forms, etc.). *Available in Page View only	No specific dimensions required

1. Reading View refers to web-friendly display of magazine content that adapts the layout to the device being used by the viewer.
2. Page View refers to flip-book display of magazine that replicates the look and feel of the print magazine layout.