musical america SPECIAL REPORTS 2015
www.musicalamerica.com

[ad sizes]

Page Size	Width x Height	Width x Height
Full Page	8 1/8" x 10 7/8"	20.64 x 27.62 cm
2/3 page	4 9/16" x 10"	11.59 x 25.40 cm
1/2 horizontal	7" x 4 7/8"	17.78 x 12.38 cm
1/3 vertical	2 1/8" x 10"	5.40 x 25.40 cm
1/3 horizontal	4 9/16" x 4 7/8"	11.59 x 12.38 cm
1/4 page	4 9/16" x 3 1/2"	11.59 x 8.89 cm

[online ad sizes]

Ad Size	Pixels
Leaderboard	728x90 pixels
Medium Rectangle	300x250 pixels
Banner	468x60 pixels

Initial Load	Polite Load	Complete Download
40k	80k	120k
3 loops + 15-second animation (ie. 3x15 seconds)		
Rich media flash (.swf)		
Video, static (.gif, .jpg)		

Standard Guidelines:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- There is a minimum of 24-hour turnaround time once all creatives are submitted
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)

Flash Ad Units:

- Flash files served via DFP must be coded properly for click and impression tracking
- All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10