

Ad Unit Specifications		Accepted Formats	Image File Size	Animation Duration	Video File Size	Text	Subject Line	Available Templates	
Dimensions (WxH in pixels)									
Desktop	<b>Standard Ad</b>								
	Billboard Canvas (1068)	1068 x 250 / 970 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Super Banner	728 x 90	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Half Page	300 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Skyscrapers (x2)	160 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Crazy Ad	(CM, HB) 1068 x 500 (EL) 1200 x 665	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds	Max 1MB			Homepage Channel Homepage Sub-Channel Homepage Article Page
	Inread	16:9	Video: MPEG4^ 3rd Party VAST Tag Ad Serving**  ^Website default play and mute / unmute buttons will be used		Recommend max 30 seconds	Max 10MB			Article Page
	<b>Native Ad</b>								
	Native Ad	(EL) 262 x 196 (HB) 750 x 464 (CM) 750 x 464	Image: GIF, JPG, PNG (3 sets) 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space		Channel Homepage Sub-Channel Homepage Article Page
Editorial Native Ad	(EL) 262 x 196 (HB) 750 x 464 (CM) 750 x 464	Image: GIF, JPG, PNG (3 sets) 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space		Channel Homepage Sub-Channel Homepage Article Page	

Standard Ad								
Mobile	Large Rectangle	672 x 560	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Medium Rectangle	600 x 500	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Sub-Channel Homepage Article Page
	Interscroller	768 x 1230	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving**  ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Article Page
	Inread	1:1 / 4:3 / 16:9	Video: MPEG4^ 3rd Party VAST Tag Ad Serving**  ^Website default play and mute / unmute buttons will be used		Recommend max 30 seconds	Max 10MB		Article Page
Native Ad								
	Native Ad	(EL) 262 x 196 (HB) 750 x 464 (CM) 750 x 464	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space	Homepage Channel Homepage Sub-Channel Homepage Article Page
	Editorial Native Ad	(EL) 262 x 196 (HB) 750 x 464 (CM) 750 x 464	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space	Homepage Channel Homepage Sub-Channel Homepage Article Page
EDM								
EDM	EDM	Width: 730	Image: GIF**, JPG, PNG 3rd Party Tag Ad Serving: Click tags and Impression tags only  **GIF may not be animated on some devices	Max 1 MB			Recommend max 20 Chinese characters with space	

CM: Cosmopolitan  
EL: ELLE  
HB: Harper's Bazaar