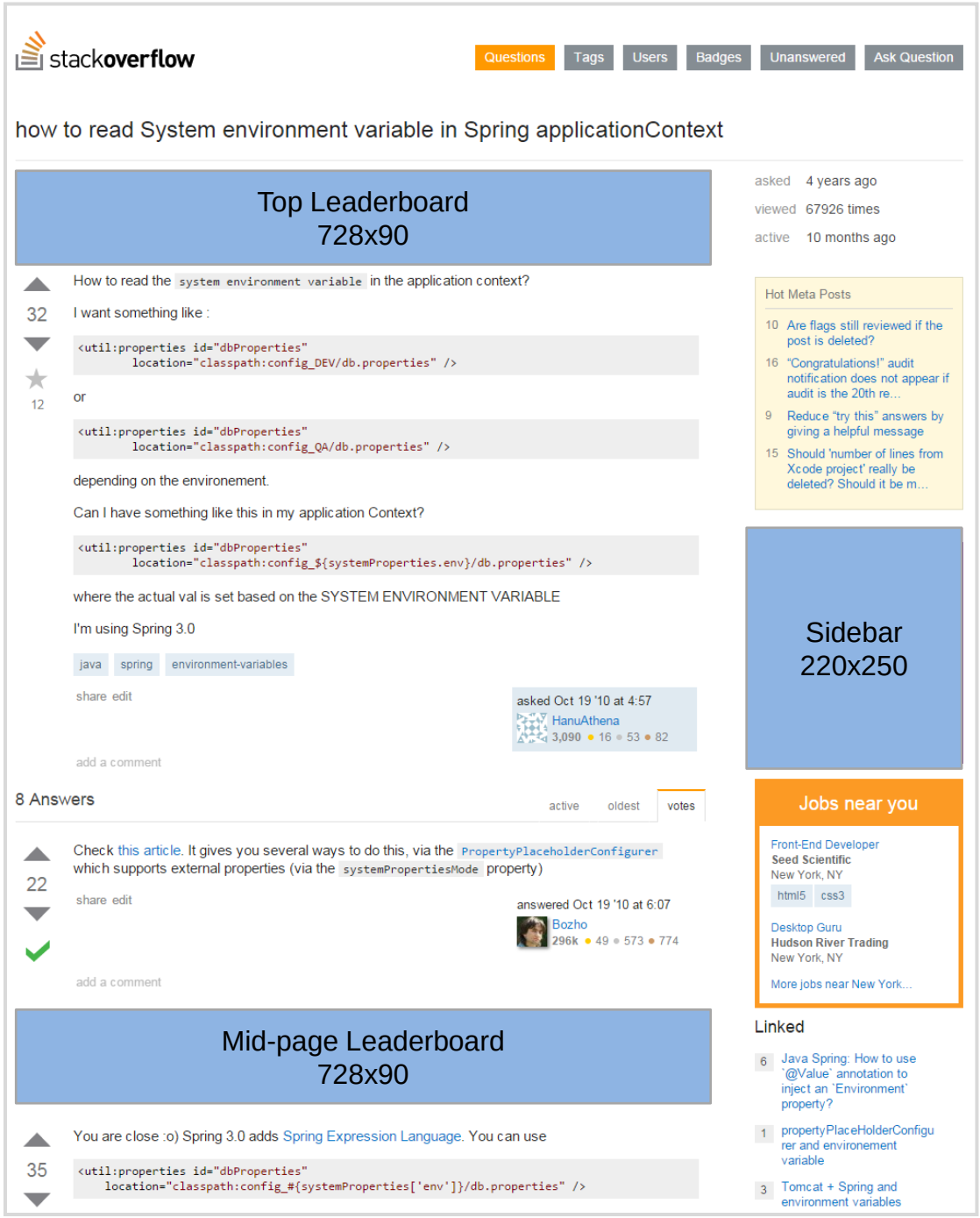

StackExchange

Banner Ad Specs

adsupport@stackexchange.com

Ad Requirements

- All ads must be static image files (no animation)
- Creative should be sent for approval 5 business days prior to campaign launch
- All ads with a white or light border must include a dark/black 1x1 pixel border
- Third-party ads will be approved on a case by case basis
- Ads that mirror the Stack Exchange interface will not be accepted
- Ads must contain a clear logo or brand
- Ads containing another company's logo or brand need to provide express permission for use
- Per IAB terms and conditions, Stack Exchange reserves the right to reject ads that are deemed inappropriate for our community

Ad Sizes

- Top Leaderboard 728x90
- Mid-page Leaderboard 728x90
- Sidebar 220x250

Max File Size

- 40k

StackExchange

Tag Sponsorship Specs
adsupport@stackexchange.com

Tag Inventory

- 50% SOV of tag impression inventory
  - Top Leaderboard
  - Sidebar
  - Mid-page Leaderboard

Asset Requirements

- Up to 5 text links, max of 80 characters (including spaces) per link
- Destination URLs
- 100x100 static image
- Logo on tag
  - For copyright holders only
  - 18x16 static image
  - Transparent background recommended