











2018 SPECIFICATIONS DIGITAL ADVERTISING

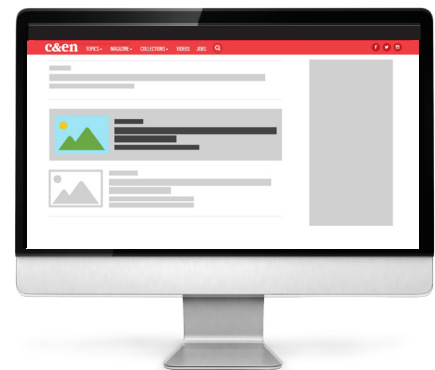
C&EN ONLINE AD RATES & SPECS

	 HALF PAGE	 LEADERBOARD	 MEDIUM RECTANGLE	 INTERSTITIAL*	 FLOATING FOOTER
DIMENSIONS WIDTH X HEIGHT	300 x 600	728 x 90 320x50	300 x 250	640 x 480	970 x 66 728x90, 320x50
MAXIMUM FILE SIZE	100 KB	40 KB	40 KB	100 KB	100 KB
FILE TYPES	GIF, Animated GIF, JPG, HTML5				
VIDEO / ANIMATION GUIDELINES	No Video Maximum 15 sec length	No Video Maximum 15 sec length	Video Maximum: 30 sec Preferred: 15 sec	Video Maximum: 30 sec Preferred: 15 sec	No Video Maximum 15 sec length
EXPANSION	Yes 300 X 600 Expands left to 380 x 600	Yes 728 x 90 Expands to down to 728 x 270	Yes 300 x 250 Expands left to 600 x 250	No	No
RATES	\$60/CPM	\$50/CPM	\$45/CPM	\$5,000/month	\$5,000/month

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MAXIMUM FILE SIZE	40 KB	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG, HTML5		
ANIMATED GIF MAXIMUMS	Animated GIF maximum of 5 frames, 4 revolutions		
RATES	\$25/CPM	\$35/CPM	\$25/CPM



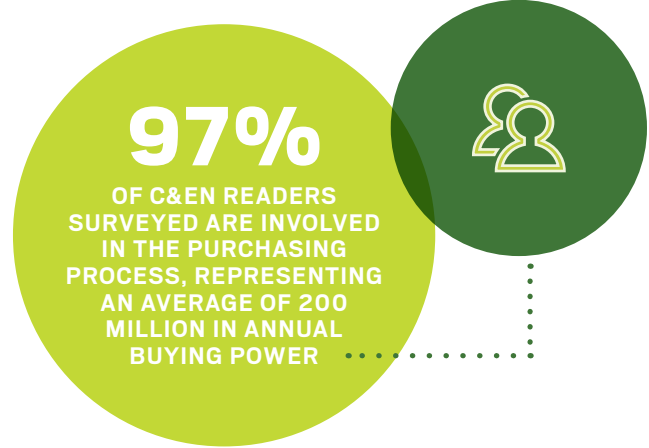
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RICH MEDIA	\$5/CPM
AUDIENCE TARGETING CONTEXTUAL, JOURNALS, DEMOGRAPHIC, KEYWORD, TAXONOMY	\$5/CPM



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DIMENSIONS WIDTH X HEIGHT	180 x 270	300 x 250	180 x 150 200 Characters	468 x 60	300 x 250	180 x 150 200 Characters
MAXIMUM FILE SIZE	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG					
ANIMATION MAXIMUMS	Maximum 15 sec length			N/A		
CHARACTER LIMIT FOR TEXT AD*	300: optional in lieu of image	N/A	50: Headline 150: Text	N/A	N/A	50: Headline 150: Text
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