BASIC SPECS pcma.org	Pushdown (Homepage and Run-of-Site/ROS)
Available Positions	1 exclusive (homepage); 5 rotating on refresh (ROS)
Creative Format Specs	
Initial Dimensions (WxH in pixels)	970 x 90 PC and 320 X 50 Mobile
Maximum Expanded Dimensions (WxH in pixels)	970x415 (Close button image at top right corner on expanded pushdown, initiated by click)
Max Initial File Load Size	60 KB
File Formats accepted	JPEG, PNG, GIF; HTML 5
Submission Deadline	Min 15 business days before campaign start. Creative ad files not received by deadline will delay publish/campaign start date by the same number of business days in which the creative files we're late. Extensions beyond the campaign end date will not be provided. This does not apply to the Perishable Inventory Program.
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content) and framed within 15 px border width
	Logo max WxH: 239x68 px or 239x46 with brand copy height = 22 px below logo
	Logo Location: top left (15 px from each edge)
Implementation Notes	Expanding Pushdown ad units "push" page content down rather than expanding over page content.
Example	http://www.iab.net/pushdown