BASIC SPECS pcmaconvene.org	**Universal Anchor** (Homepage and Run-of-Site/ROS)
Available Positions	5 rotating on refresh
Creative Format Specs	
Dimensions (WxH in pixels)	970 x 90 PC and 320 X 50 Mobile
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)

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