BASIC SPECS pcmaconvene.org	**INTERSTITIAL HOMEPAGE** **Run-of-Site/ROS**
Available Positions	5 rotating on refresh (ROS) –appears every time you "Load More Stories"
Creative Format Specs	
Initial Dimensions (WxH in pixels)	300 x 250 PC and Mobile
Max Initial File Load Size	40 KB
File Formats accepted	JPEG, PNG, GIF; HTML 5 (Please note for HTML5 files: We cannot accept banners with <head> or <body> tags within them. The entire ad must be in straight HTML/JavaScript/CSS without the use of those HTML tags.)
Submission Deadline	**Min 10 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)
Options	In-banner video: No auto play allowed
Example	http://www.iab.net/extra/adquickref/zindex_demo.html

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