



Ad Unit Guidelines

1. All deliverables are due at least 10 days prior to insertion and/or sponsorship term. These include: a signed contract, graphics, and functional URLs.
2. One piece of creative consists of one banner and its linking URL. Creative may be changed once per month unless agreed upon in advance.
3. Scheduling changes, new target URLs, and/or new graphics should be submitted at least 7 working days prior to effective date.
4. Creative may be supplied in .GIF; .JPEG or Flash formats and include a border.
5. Animated graphics must not exceed 20 seconds in length (see chart below) and endless looping is not accepted.

Packages	Dimensions	Animation	Maximum File Size	Rich Media
Top of Page Sponsor	486x60	Up to 20 seconds	20k	Allowed
Right Navigation	120x90 120x60 120x240	Up to 10 seconds	20k	

3 Easy Ways to Submit your Advertising Creative

1. By email (preferred)—Send creative via email to sales2@jewishpost.com. Please include flight dates and scheduling instructions.
2. By Web—Please provide the location of the banner artwork by sending email to sales2@jewishpost.com.
3. By File Transfer Protocol—Please email your FTP address and username and password to sales2@jewishpost.com.