

DIGITAL AD SIZES

DISPLAY

UNIT	DIMENSIONS	EXPANSION	INITIAL LOAD SIZE
Billboard	970x250		60 KB
Leaderboard	728x90	728x315	40 KB
Super Leaderboard / Pushdown	970x66 / 970x90	970x415	60 KB
Medium Rectangle	300x250	600x250	40 KB
Half Page	300x600	600x600	60 KB
Mobile Banner	320x50	320x480	40 KB
Slideshow Hero	600x500		60 KB

- All audio and expanding units must be user initiated.
- Polite Load Size is 110 KB
- User Initiated Load Size is 2.2 MB
- Accepted display formats are .gif/.jpg/.swf/.png/.html

OUT OF PAGE UNITS

UNIT	DIMENSIONS	MAX FILE SIZE	FRAME RATE	MAX LENGTH	AUDIO
Video Interstitial	640x480 or higher (4:3 and 16:9 aspect ratio)	4MB	Min 23.97, Max 30	15 Seconds	User initiated

Unit	Dimensions	Initial Load Size
Desktop Interstitial	640x480	100 KB
Mobile Interstitial	300x250	100 KB
Tablet Interstitial	768x1024, 1024x768	100 KB

- Must be 3rd party built and served.
- Close button must be visible at all times
- Must timeout after 15 seconds

VIDEO

UNIT	DIMENSIONS	MAX FILE SIZE	FRAME RATE	MAX LENGTH	AUDIO
Video	640x480 or higher (4:3 and 16:9 aspect ratio)	100MB	Min 23.97, Max 30	15 Seconds	Auto. Audio: 128kbps / 44khz

- We accept up to VAST 3.0, VPAID, .mov, .mp4 and .flv.
- An optional display companion banner may be included. Please follow the guidelines for the Medium Rectangle for this unit.

SKIN

UNIT	DIMENSIONS	FILE SIZE	ACCEPTED FORMATS
Skin	1720x1500	100 KB	gif/.jpg/.png

- All skins must be site served, impressions and click trackers are accepted.
- Please see the style guide for additional information on dimensions.

NEWSLETTER

- Our newsletters run a static leaderboard creative, please follow the guidelines for that unit.
- We do accept third party impression and click tags, but cannot serve flash creative.

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E-BLAST REQUIREMENTS

E-BLAST

Each E-Blast submissions must contain the following:

- Subject Line: **Up to 70 characters**
- Test List: **emails of internal individuals to receive the E-Blast tests.**
- Seed List: **emails of internal individuals to receive the final E-Blast**
- Geo-Targeting: **Any geo-targeting requirements**
- Restrictions: **Any restrictions i.e. 18+ 21+**
- Can Spam Suppression Waiver (see next page)
or
- Suppression file: **.txt, .csv, or Excel file of email addresses that have opted-out of email communications from the advertiser.**
- Client may supply either a compliant HTML file or a static image.
- Clickthrough URL. We do accept third party impression and click tags

HTML File Requirements

- E-blast may only contain HTML, text, JPG or GIF images.
- Table-based HTML layouts must be centered 650 pixels wide.
- Each HTML file shall also contain fully qualified web links with PDF, Word Document or other non-traditional “web page” links clearly identified.
- All file CSS must also be “inline” with no embedded styles sheets, external linked style sheets, CSS for positioning, or CSS layers. Use of the background image attribute is additionally not permitted.
- File Size: 90kb maximum file size including all images and the HTML file

Static Images E-Blasts Requirements

- Static images E-Blast ads may be .jpg, .gif, .png, or .psd file types.
- Maximum width 650 pixels. Maximum height is flexible.
- File size should not exceed 65kb.

Text Version (optional)

A separate text version can be provided for users who choose to only accept plain text emails.

Approvals

MAXIM will route a proof back to you via email for comments/approval.

- For more information, contact your MAXIM sales representative or call **212.302.2626**
- Please note that specific deployment dates cannot be promised. The blast will deploy 3-5 days from final approval.
- E-Blast deployment date is determined by client.

MAXIM DIGITAL ADVERTISING GUIDELINES

- Clickthroughs must open in a new browser window or tab.
- All Flash must be version 10.1 or lower and a backup static ad must be provided for display to users who do not accept Flash.
- MAXIM accepts all major third party impressions and click trackers as well as third party creative vendors. Please reach out to adops@maxim.com to verify your vendor is approved.

Creative Deadlines

- All Standard Display creative must be submitted at least three business days prior to the start of the campaign.
- All Rich Media must be submitted at least five business days prior to the start of the campaign.
- All Custom Units must be submitted at least ten business days prior to the start of the campaign.
- E-Blast creative must be submitted at least seven business days prior to the start of the campaign.

All creative should be sent to adops@maxim.com.

Launch date and campaign goals are not guaranteed for late submissions

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ADVERTISER SUPPRESSION E-BLAST FILE WAIVER

Order # (MAXIM to fill out): _____

Recent CAN-SPAM Act regulations require _____ (hereby known as "Advertiser") to provide accurate and current Suppression Files to MAXIM.

A suppression file ("Suppression File") contains a list of e-mail addresses of prior recipients of e-mails who have opted-out from receiving any future e-mail messages from an e-mail sender.

Before e-mailing, MAXIM will purge individual e-mail addresses from its distribution list by applying Advertiser's Suppression File. This will occur on a one-time basis; each new e-mail campaign requires Advertiser to provide its then current Suppression File, as MAXIM will not retain this data.

Please supply all suppression files 72 hours in advance of the e-mail list rental delivery date.

If advertiser is unable to provide a suppression file please read the below indemnification form and sign and e-mail it to **adops@maxim.com**. No E-Blast can go out without either a Suppression File or a signed indemnification form.

INDEMNIFICATION FORM

Advertiser shall, at its own expense, indemnify, release, defend, and hold harmless MAXIM Inc. ("MAXIM") and its affiliates, subsidiaries, parents, partners, successors, assigns, and each of their respective managers, members, officers, directors, agents, and employees (collectively referred to as the "MAXIM Indemnified Parties") against any and all claims, causes of action, losses, liability, damages, costs, or expenses (including, but not limited to, attorneys' fees) brought by any third party and which arise out of, are connected with, or which result from:

a) MAXIM's distribution of promotional e-mails containing content provided by Advertiser;

and

b) Advertiser's failure to supply MAXIM with a Suppression File, or any inaccuracies or incompleteness thereof.

Print Name: _____

Authorized Signature: _____

Date: _____

Title: _____

Company: _____

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