DIGITAL ADS - STANDARD BANNERS

DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available as of May 2017:

- Billboard: (970 x 250)
- Pushdown: (970 X 90 – 970 X 415)
- Super leaderboard: (970 X 90)
- Leaderboard: (728 X 90)
- Medium rectangle: (300 X 250)
- Portrait: (300 X 1050)
- Half page: (300 X 600)
- Skyscraper: (160 X 600)

All creatives to be sent to creatives@thenation.com 48 business hours before launch.

PHONE AD SIZES

- Mobile leaderboard: (320 X 50)
- Medium rectangle: (300 X 250)
- Half page: (300 X 600)
LIGHTBOX ADS

Our lightboxes are perfect for getting immediate action from Nation readers. Signing petitions, collecting names and e-mails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same web page.

**RESOLUTION:** 660 x 450

Ad Rates: $45 CPM

IN-LINE ARTICLE VIDEO ADS

TheNation.com offers the possibility of in-line article video ads. All we need is a video.

**RESOLUTION:** max 1920 x 1080 – min 640 x 360

**MAXIMUM FILE SIZE:** 20mb

**VIDEO FORMATS:** all video formats: flv, mp4, mov, vast, vpaid, & YouTube video key

**LENGTH:** (30-sec desktop, 15-sec mobile recommended lengths)

Please contact us for further details.

PUSHDOWN ADS

Content is “pushed” downward to make room for your ad.

**INITIAL DIMENSIONS**

Teaser Image: 970 x 90

**EXPANDED DIMENSIONS**

Ad Unit: 970 x 415

Please contact us for further details or click here for full specs.