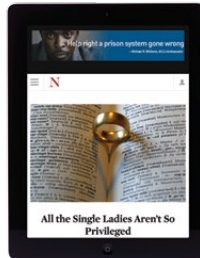


DIGITAL ADS

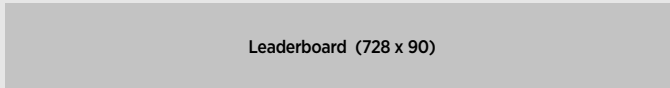


Billboard (970 x 250)



PHONE AD SIZES

Mobile leaderboard	(320 X 50)
Medium rectangle	(300 X 250)
Half page	(300 X 600)



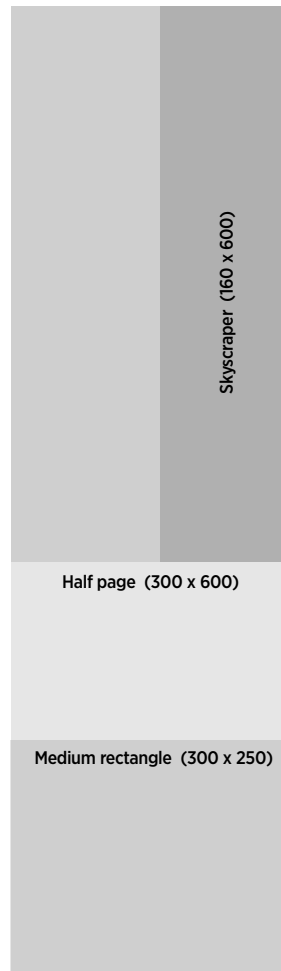
Leaderboard (728 x 90)

DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available as of July 2015:

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.



Skyscraper (160 x 600)

Portrait (300 x 1050)

Half page (300 x 600)

Medium rectangle (300 x 250)

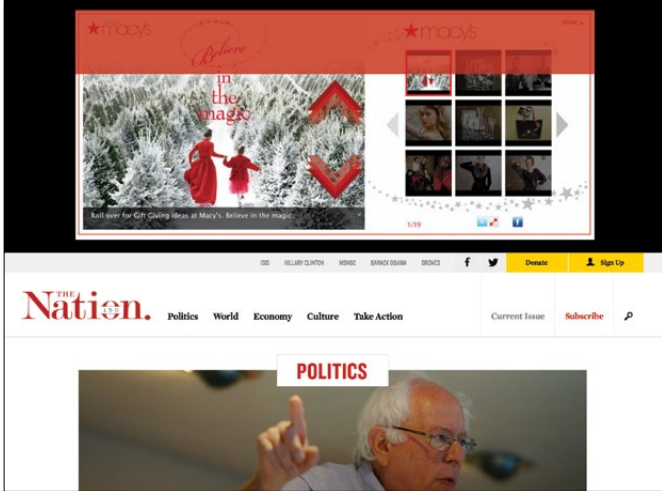


Mobile leaderboard (320 x 50)

Medium rectangle (300 x 250)

Half page (300 x 600)

PUSHDOWN, IN-LINE VIDEO, AND LIGHTBOX ADS



PUSHDOWN ADS

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

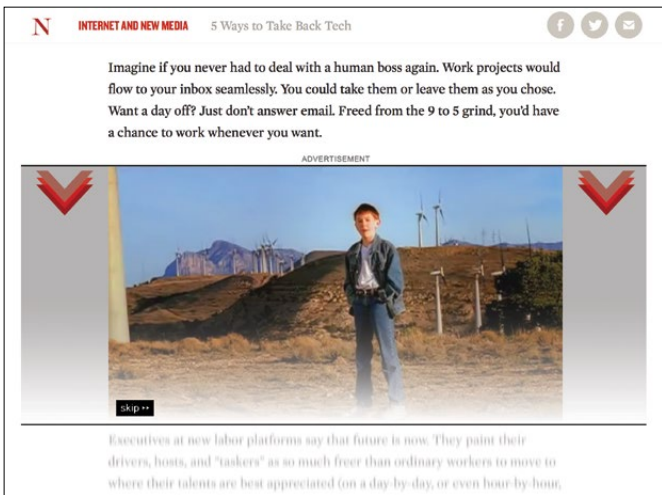
INITIAL DIMENSIONS

Teaser Image: 970 x 90

EXPANDED DIMENSIONS

Ad Unit: 970 x 415

Please contact us for further details or [click here](#) for full specs.



IN-LINE ARTICLE VIDEO ADS

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

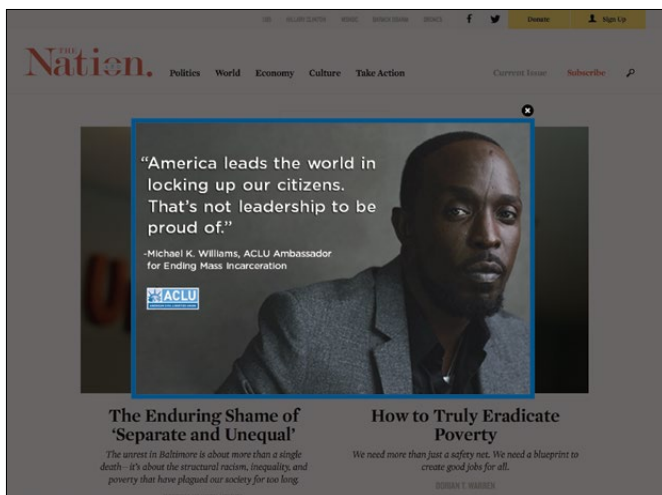
RESOLUTION: max 1920 x 1080 – min 640 x 360

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.



LIGHTBOX ADS

The lightbox activates upon entering 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

Please contact us for further details.

SLED MOBILE ADS



SCROLL BASED



INTERACTIVE



FULL SCREEN

CHARACTERISTICS

Sled is high-impact mobile advertising like you've never seen before.

ENGAGING MOBILE ADS

FOCUS ON KPI RESULTS

24-HOUR PRODUCTION

DETAILED REPORTING

SLED PERFORMANCE BENCHMARKS

- 11%** Average engagement rate
- 1-3%** Average click-through rate
- 5s** Average on-screen time

SLED RICH MEDIA

Sled rich media ads contain video, carousels, maps, coupon downloads, user polls, and other engaging functionality right inside the ad unit. The format is available in a variety of heights and features a responsive full-screen width.

Sled can create dynamic campaigns by feeding data into ads via JSON, XML, or Google Docs.

This format leverages Sled's innovative scrolling UX to surface and hide the creative without requiring any change in reader

TECHNICAL SPECIFICATIONS

Size: Responsive to width of screen, 200-600px tall

Video format: mp4 (preferred), .mov, .mpg, .avi @ 24fps (or higher) with VBR of .6-.72

Creative: PSD templates available

Contact us for further details