

Standard IAB Units

Ad Type	Dimensions	Size	Ad Formats	Placements
MPU	300x250	Up to 30k	GIF, Animated GIF, JPG, HTML, Flash	Jobs, Review, Salaries, Articles and Education pages
Leaderboard	728x90	Up to 30k	GIF, Animated GIF, JPG, HTML, Flash	Select Articles pages

Rich Media and Sponsorship Ads

Ad Type	Dimensions	Size	Ad Format	Notes	Placements
Sponsorship: Pushdown Ad	Unexpanded Element: 977x66 Expanded Element: 977x418	Up to 10k Up to 30k	Flash	<ul style="list-style-type: none"> • Animation must stop when ad contracts • Expanded element displayed on initial page load • After 1/24 frequency cap, user-initiated expansion available • Seven second expansion 	Home
Sponsorship: Featured Content	1-2 pp	750+ words	Text	<ul style="list-style-type: none"> • Copy or collaboration to be submitted and approved two weeks prior to launch 	Featured Content Article page
Sponsorship: Logo	200x70	Up to 10k	GIF or JPG	<ul style="list-style-type: none"> • Standard company or product logo 	Featured Content Article page
Sponsorship: Static MPU	300x250	Up to 30k	GIF, Animated GIF, JPG, HTML, Flash	<ul style="list-style-type: none"> • MPU unit will run statically on article page even after being “featured” term 	Featured Content Article page