2026 Arc Network

Digital Media Specs

BenefitsPRO. | Consulting Magazine. | Credit Union Times. | GlobeSt.

PropertyCasualty360. | ThinkAdvisor. | Treasury & Risk.

Business & Finance Brands

Finance

Credit Union Times.

ThinkAdvisor.

Treasury & Risk.

Insurance

BenefitsPRO.

PropertyCasualty360.

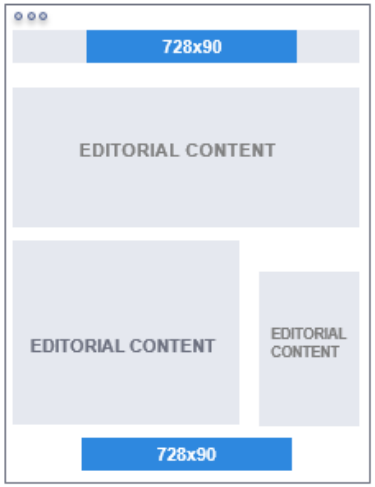
Commercial Real Estate

GlobeSt.

Consulting

Consulting Magazine.

Leaderboard



DESKTOP LEADERBOARD



Dynamically locks to designated area

MOBILE LEADERBOARD

Engage users as soon as they enter the site with this high-impact favorite. Located at the top of the site it allows for flexible designs that combine branding with multimedia content.

DESKTOP LEADERBOARD AD SPECS*

Ad Size: 728x90
Static File Size: 150K
Rich Media Accepted: Initial Load 150K; Subload 300K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, JPEG, 3rd Party tag*
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

MOBILE LEADERBOARD AD SPECS*

Ad Size: 320x50
Static File Size: 50K
Rich Media Accepted: Initial Load 50K; Subload 100K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, JPEG, 3rd Party tag*
Rich Media Accepted: 100K, In-banner
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5 accepted

Third Party tag Should include Click Macros and Cachebusters

Advertiser must provide creative for both Desktop and Mobile units.

WEBSITE INPAGE BANNER ADS

Mobile Adhesion



Dynamically locks to designated area

The mobile adhesion banner is positioned to the bottom of the device display. Banner will disappear when a viewer interacts with the screen. After click on the banner it expands and shows second creative.

Ad Size: 320x50

Static File Size: 50K

Rich Media Accepted: Initial Load 50K; Subload 100K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Rich Media Accepted: 100K, In-banner

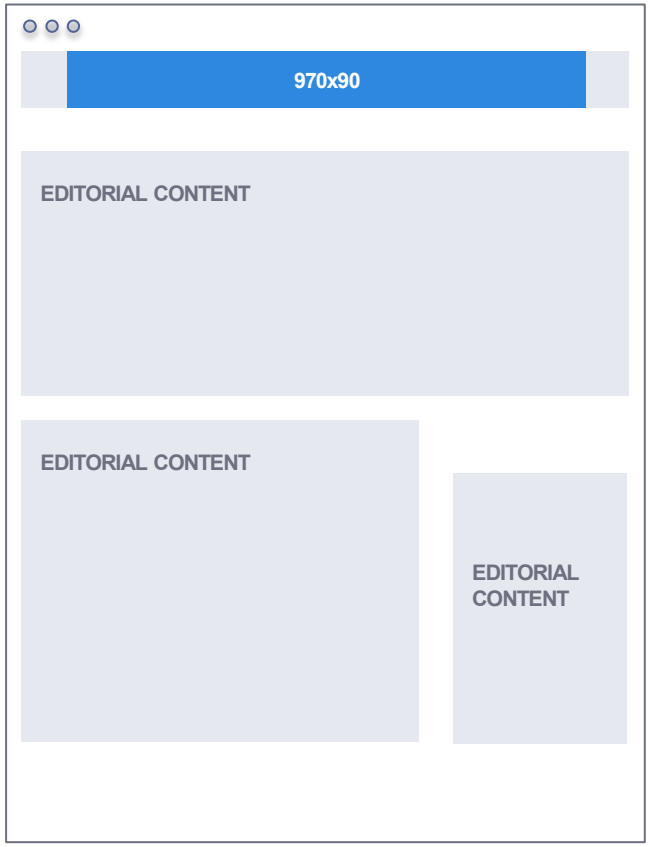
Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 accepted

** Third Party tag Should include Click Macros and Cachebusters*

Super Leaderboard



** Third Party tag should include Click Macros and Cachebusters*

As the dimensions and name suggest, the Super Leaderboard is basically an expanded version of the traditional leaderboard. It's about 33% wider than the standard leaderboard, giving advertisers significantly more room to create an effective call to action.

Ad Size: 970x90

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

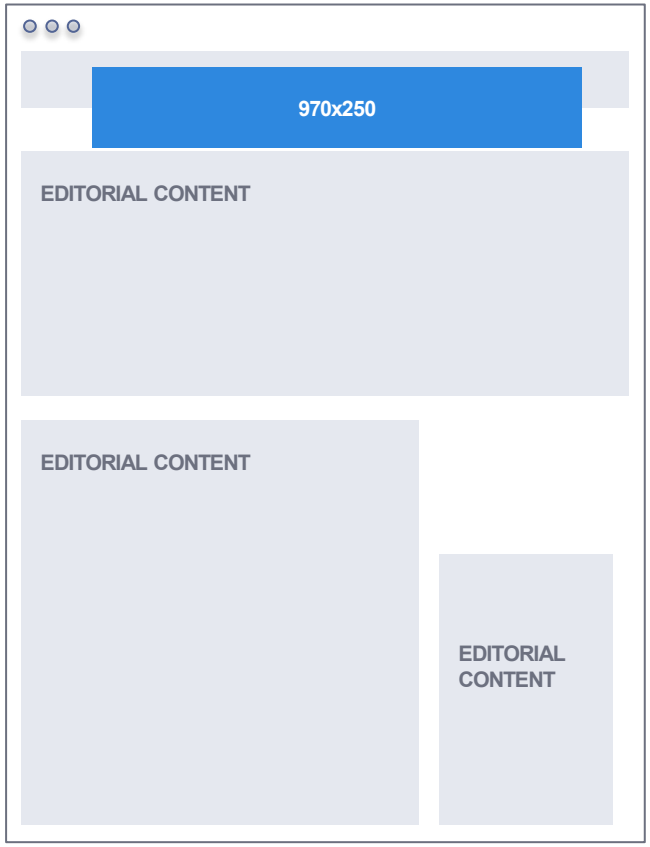
Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

Billboard



** Third Party tag should include Click Macros and Cachebusters*

The billboard is an expanded version of the standard leaderboard; it's about 33% wider than the ordinary leaderboard, providing more room to create an effective call to action.

Ad Size: 970x250

Static File Size: 200K

Rich Media Accepted: Initial Load 200K; Subload 400K

Animation: :15

Looping: 3 loops

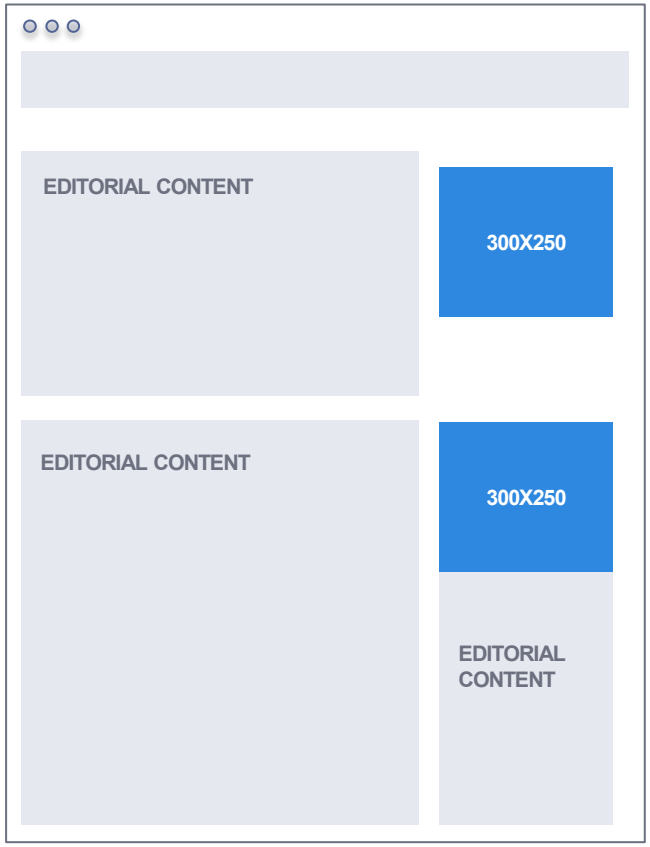
Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

Medium Rectangle (Cube)



The most common and standard display ad on our websites, this unit has a flexible design that can combine branding with multimedia content.

Ad Size: 300x250

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

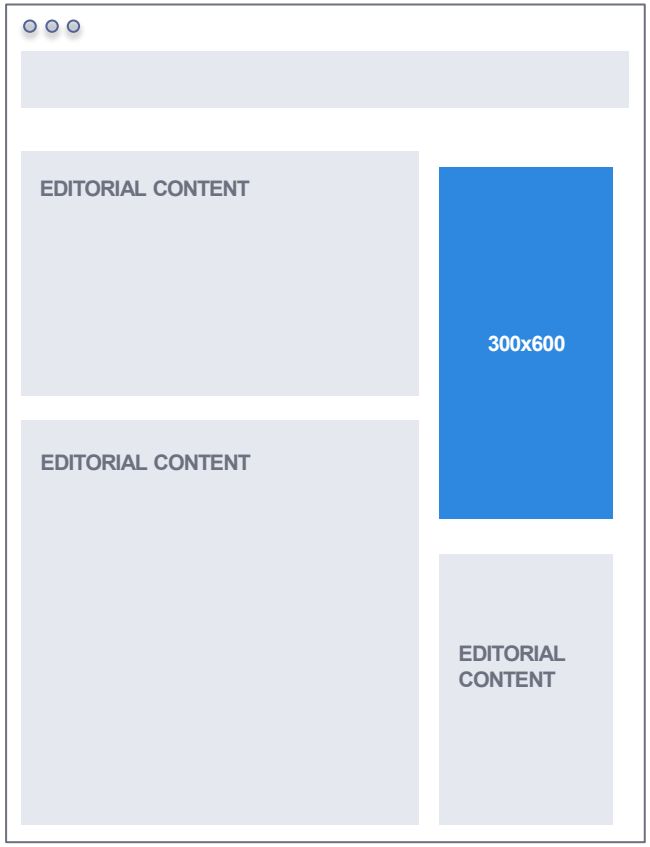
Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

** Third Party tag should include Click Macros and Cachebusters*

Half Page



This format provides a larger space for advertisers to get their message across and offers users rich and impactful engagement.

Ad Size: 300x600

Static File Size: 200K

Rich Media Accepted: Initial Load 200K; Subload 400K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

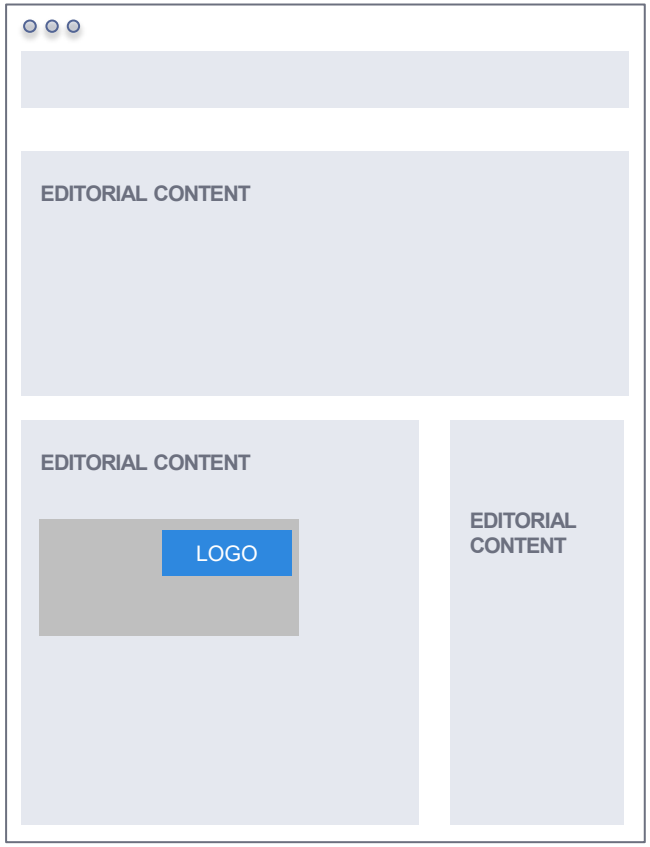
Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

** Third Party tag should include Click Macros and Cachebusters*

Logo Placement



Drive customers. Build your brand. Grow your business. Used in combination with specific web and/or newsletter branding and sponsorship packages, website logo placement delivers maximum brand recall and reinforcement.

Ad Size: 88x31

File Size: 15K

Animation: N/A

Looping: N/A

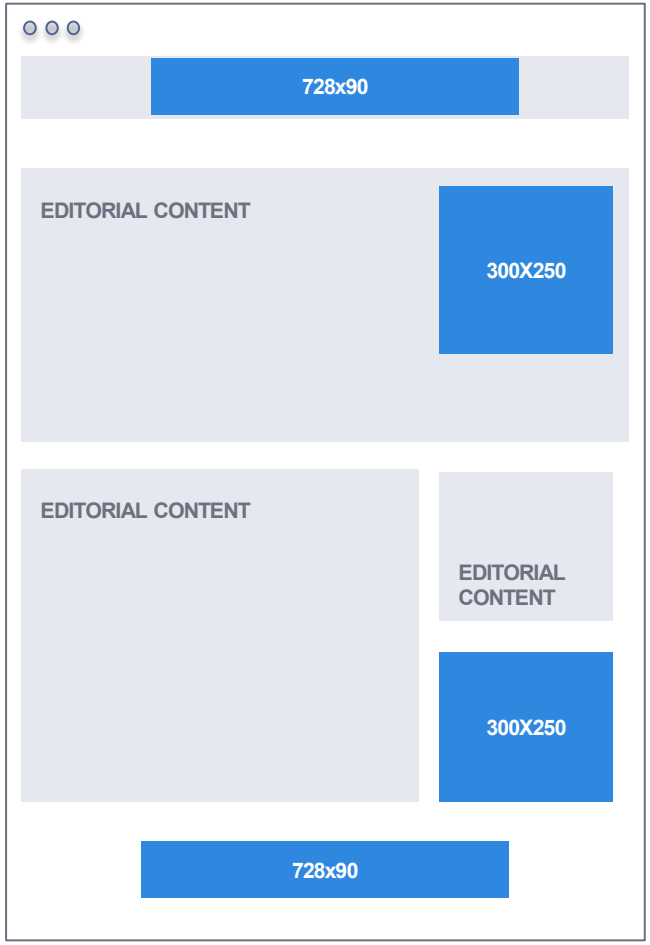
Delivery Method: JPEG, BMP, GIF, PNG

Rich Media Accepted: N/A

Lead Time: 5 business days

3rd Party Tags: N/A

Takeover Sponsorship

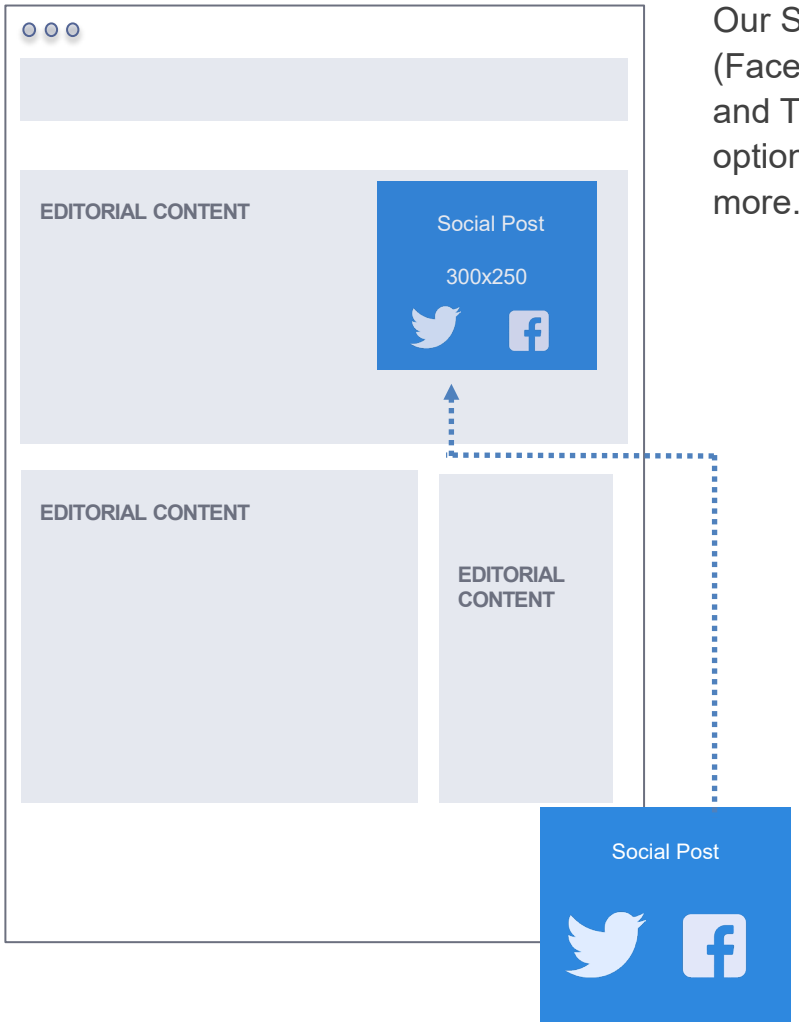


** Third Party tag should include Click Macros and Cachebusters*

Reach. Impact. And Branding. These are just a few of the many benefits you receive with a Takeover sponsorship. Own the entire page and audience with all available ad units.

Ad Size: (2) 728x90 and (2) 300x250 or (1) 300x600. Advised to send (1) 320x50 for mobile
File Size: 45K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, JPEG, 3rd Party tag*
Rich Media Accepted: 100K, In-banner
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5 for Leaderboard & Med Rectangle: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB
HTML5 for Half Page: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

Social*Lift*



Our Social*Lift* ad format allows brands to use their social posts (Facebook, X (formerly Twitter), LinkedIn, Pinterest, Instagram and TikTok) as display ads in 300x250 inventory. Social post options include live feeds, clusters of selected posts, video and more. Available for mobile and desktop.

Ad Size: Supports all major IAB sizes including 728x90, 300x250, 300x600 and 970x250 (additional custom sizes available on request.) (300x600 and 300x250 can be created from social assets or live campaign)
HTML 5 accepted

Client will need to provide:
Link to organic social posts on Facebook, X (formerly Twitter), LinkedIn, Pinterest, Instagram and TikTok.

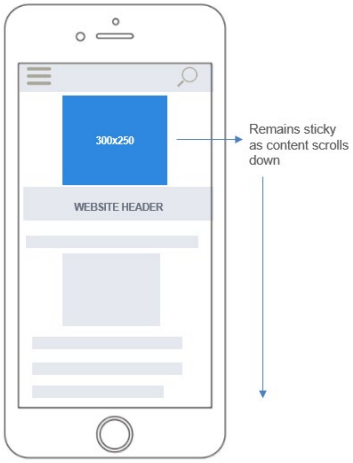
Social*Lift* components include:

- Brand logo and name
- Timestamp
- Social platform icon
- Any hashtag, username, or hyperlink in the post message
- Any clickable media asset (video, photo, link)
- Any interaction option (Like, Share, Comment)

Interstitial



DESKTOP INTERSTITIAL



MOBILE INTERSTITIAL

A highly visible and effective banner that appears immediately. Great for attracting attention and generally producing strong click through rates.

DESKTOP INTERSTITIAL SPECS

Ad Size: 640x480
Static File Size: 250K
Rich Media Accepted: Initial Load 250K; Subload 500K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, JPEG, 3rd Party tag*
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5 not accepted

MOBILE INTERSTITIAL SPECS

Ad Size: 300x250 and 320x480
Static File Size: 300K
Rich Media Accepted: Initial Load 300K; Subload 600K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, Flash*, 3rd Party tag*
Rich Media Accepted: 100K, In-banner
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5 accepted

** Third Party tag should include Click Macros and Cachebusters*

Advertiser must provide creative for both Desktop and Mobile units.

Footer XL



This unit is our new full-width adhesion unit that is fully responsive and sits at bottom of the page. Replaces our existing Rising Footer unit for a more streamlined, high-impact look. Options for MOBILE and DESKTOP with one single unit.

Client provides*

Either a Photoshop file with layered graphics or individual assets in JPG or PNG format. Every object (logo, background, object, text, CTA) must be in a separate layer. (If a special or custom font is required in the text, it could be provided as rasterized text layer or a separated PNG file)

- **Logo** - max size 400x400
- **Graphic Image** – Desktop = 2560x90; Mobile = 600x90
- **Background image** or texture (or hex color choice) – Max size: 2560x90 desktop; Max size: 600x90 mobile
- **Ad Message** - no more than 75 characters
- **Call to Action** text for button
- **All graphic files** in JPG or PNG or Photoshop doc

* *For mobile, the client can provide a PNG or JPG. Depending on the design and how many layers, it would change the positions of the objects due to the width.*

HIGH-IMPACT BANNER ADS

Third Party tag should include Click Macros and Cachebusters

Advertiser must provide creative for both Desktop and Mobile units.

SuperHero



DESKTOP SUPERHERO



MOBILE SUPERHERO

New Size! Better fit for standard site widths and browser sizes, allowing greater reach. Extra large format ad (with premium positioning) offers heightened brand presence and unparalleled visibility! Can be ROS or ROC targeted.

Embedded video capability now available!

DESKTOP SUPERHERO SPECS

Ad Size: 1200x250
Static File Size: 300K
Rich Media Accepted: Initial Load 300K; Subload 600K
Animation: :15
Looping: 3 loops
Delivery Method: GIF, JPEG, 3rd Party tag*
Lead Time: 5 business days
3rd Party Tags: Should include Click Macros and Cachebusters
HTML5 not accepted

MOBILE SUPERHERO SPECS

Ad Size: 600x400
File Size: 45K
Aspect Ratio: Must not exceed 3.2 (3x1 is acceptable)
Delivery Method:
JPG: No 3rd party tag – can only use 1x1 tracking pixel
Full 3rd party tag is not acceptable
Lead Time: 5 business days
HTML5 not accepted

** Third Party tag should include Click Macros and Cachebusters*

Advertiser must provide creative for both Desktop and Mobile units.

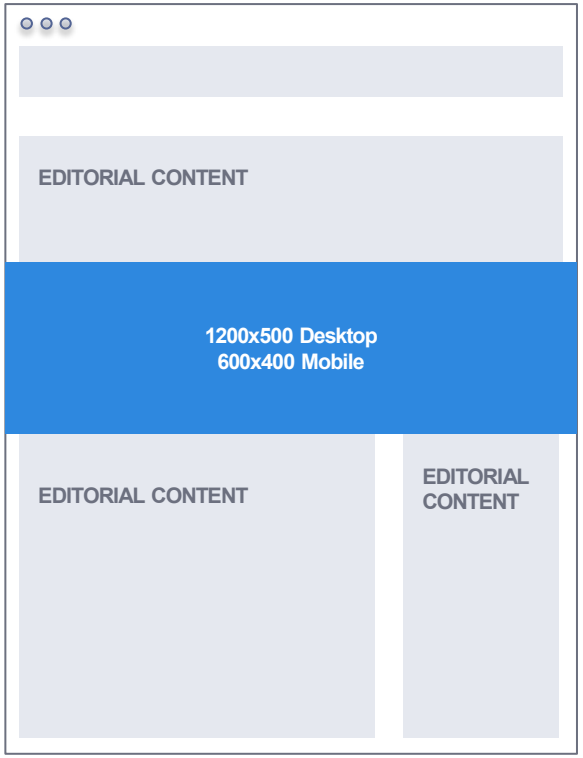
HIGH-IMPACT BANNER ADS

SuperHeroXL

A larger version of the SuperHero unit.

New Size! Better fit for standard site widths and browser sizes, allowing greater reach. It is a static, 1200x500 sized ad that serves in the 2nd or 3rd horizontal flex positions on the page.

Embedded video capability now available!



Ad Size: 1200x500; 600x400 mobile component

Image File Type: .JPG, .BMP, .PNG, .GIF

Static File Size: 300K

Rich Media Accepted: Initial Load 300K; Subload 600K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

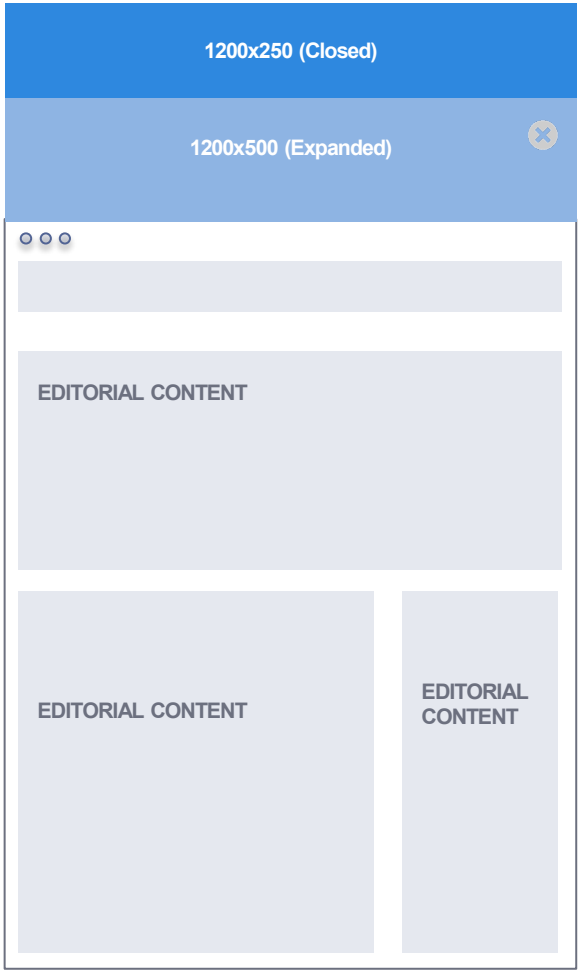
3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 not accepted

Advertiser must provide creative for both Desktop and Mobile units.

SmartHero

Make a big splash in front of your target audience with a **content-rich** 1200x250 top-of-page unit that expands into a 1200x500 unit – occupies the SuperHero unit on targeted pages.



- Features multiple tabs (up to 3) to promote multimedia content and other resources – PDFs, videos, social streams, etc.
- Tabs can be arranged by content type, topic or whatever makes sense for your content
- Can be ROS or Channel Targeted (ROC)
- Templated design can incorporate different types of client content into the unit
- **Serves on desktop and tablet only**

Image file type: .jpg, .bmp, .png, .gif

Image size: 1200x250 (closed); 1200x500 (expanded)

Video file type: YouTube, Vimeo

3rd Party Tags: 1x1 tracking pixels

HTML5 not accepted

Starting screen

- **Image size:** 1200x250
- **Thumbnail size:** 300x250 (up to 3)

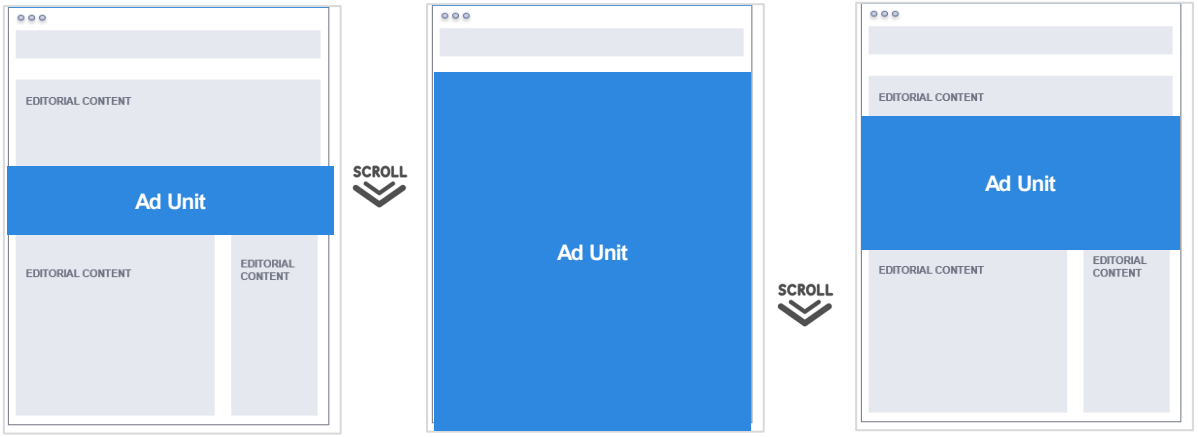
Expandable tabs (up to 3)

- **Image size:** 1200x250
- **Labels** for tabs (brief)
- **Title and brief description** of tab content
- **Content for tabs:** Whitepapers or other PDF-style content (fact sheets, research briefs, etc.), Videos, Podcasts, Social media links, Links.

Parallax XL

Full page width unit that **fills entire screen** as user moves down the page within the article. Creates a very high impact “In your face” unit. Builds on our standard Parallax unit but stretches full width and as such can fill the entire viewport as the user scrolls.

Embedded video capability now available! See next page for video specifications.



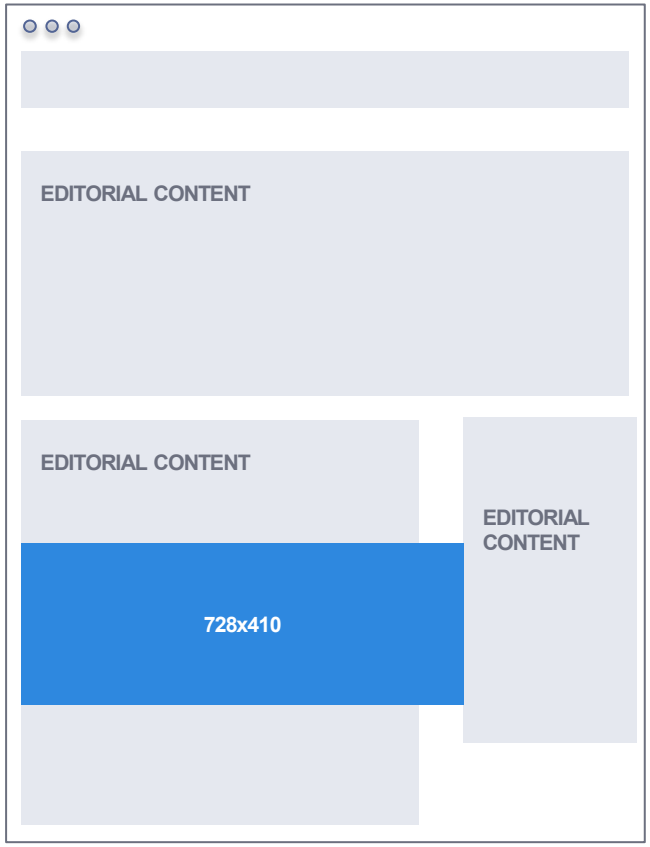
Initial Reveal | Full Reveal | Copy Reveal

Note: Video: MP4, YouTube link (For ParallaxXL).
- Click and impression trackers are accepted for these files

Client provides
Either a Photoshop file with layered graphics or individual assets in JPG or PNG format. Every object (logo, background, object, text, CTA) must be in a separate layer. (If a special or custom font is required in the text, it could be provided as rasterized text layer or a separated PNG file)

- **Logo** - max size 800x800
- **Graphic Image** - max size 1920x1080 desktop max; 1200x1920 mobile max
- **Background image** or texture (or hex color choice) - max size 4000x4000
- **Ad Message** - no more than 75 characters
- **Call to Action** text for button
- All graphic files in .jpg, .png or photoshop doc

Outstream Video Ad Unit



Expanded video capacity within these interactive ad units! Insert your video content directly in-stream or showcase multiple content units in a dynamic, interactive content hub.

Video Unit Dimensions: 728x410. Allowed all aspect ratios as per YouTube Specs

Client will need to provide:

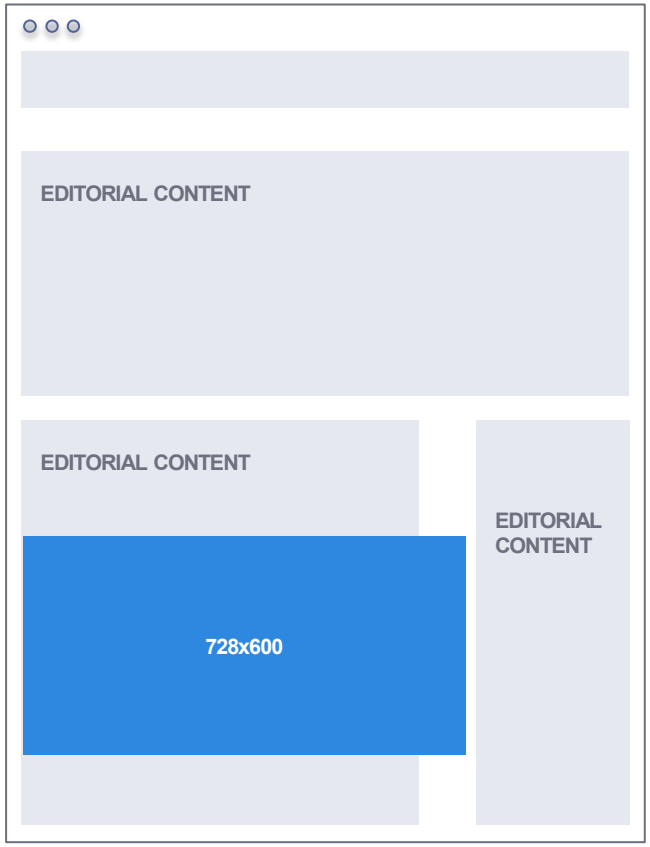
- YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).
- Logo dimensions 200x60 or 75x75 (transparent background.)
- 3rd Party Tags: 1x1 3rd party trackers

Metrics: Impressions, Clicks/CTR, Video plays

Lead Time: 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top of additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

Scroll with Video



Expanded video capacity within these interactive ad units! Insert your video content directly in-stream or showcase multiple content units in a dynamic, interactive content hub.

Video Unit Dimensions: 728x600 for viewable portion; overall canvas 728x1380. Video portion dimensions 370x210

Client will need to provide:

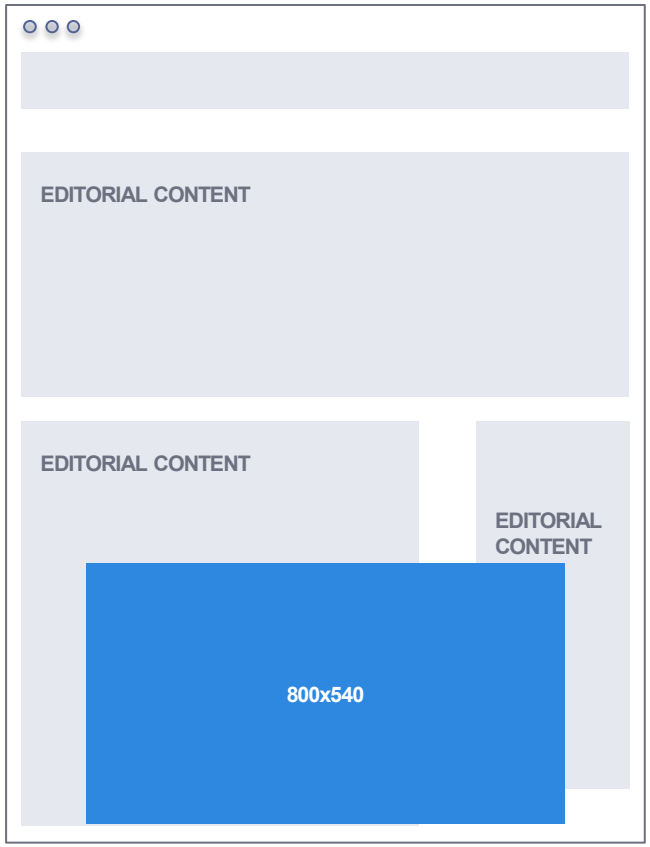
- **For the video:** YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).
- **For the background:** JPG or PNG Image, 728px by 1380px. The messaging of your ad must be placed within the 728px by 600px region in the center of the component. This will ensure that the ad displays properly on tablets and that the scroll reveal effect functions correctly in desktop browsers.
- **3rd Party Tags**: 1x1 3rd party trackers

Metrics: Impressions, Clicks/CTR, Video plays

Lead Time: 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

Carousel (Lightbox)



Expanded video capacity within these interactive ad units! Able to launch from any other ad unit, including 300x600. Hosts 4 videos or other content.

Client will need to provide:

Deliverable Types: Video, GIF, X (formerly Twitter) Feed

Unit Dimensions: 800x540 dimension of the light box when open

Video: YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).

GIF: 3 Loops, :30 max, 100K Max File Weight

X (formerly Twitter): One account. Timeline preview of the last seven tweets.

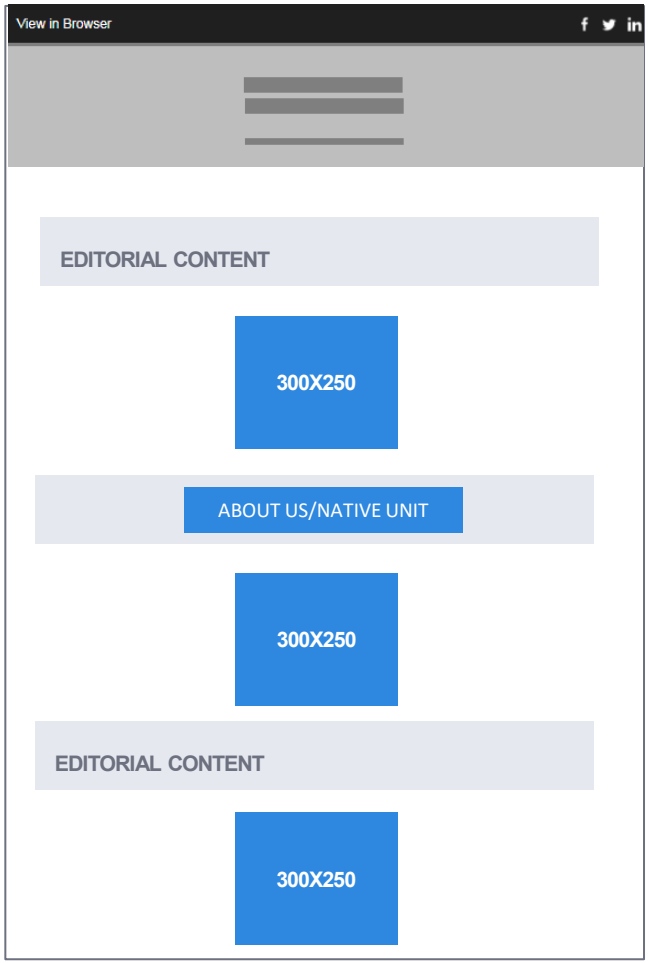
3rd Party Tags: 1x1 3rd party trackers

Metrics: Impressions, Clicks/CTR, Video plays.

Lead Time: 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

Newsletter Sponsorship*



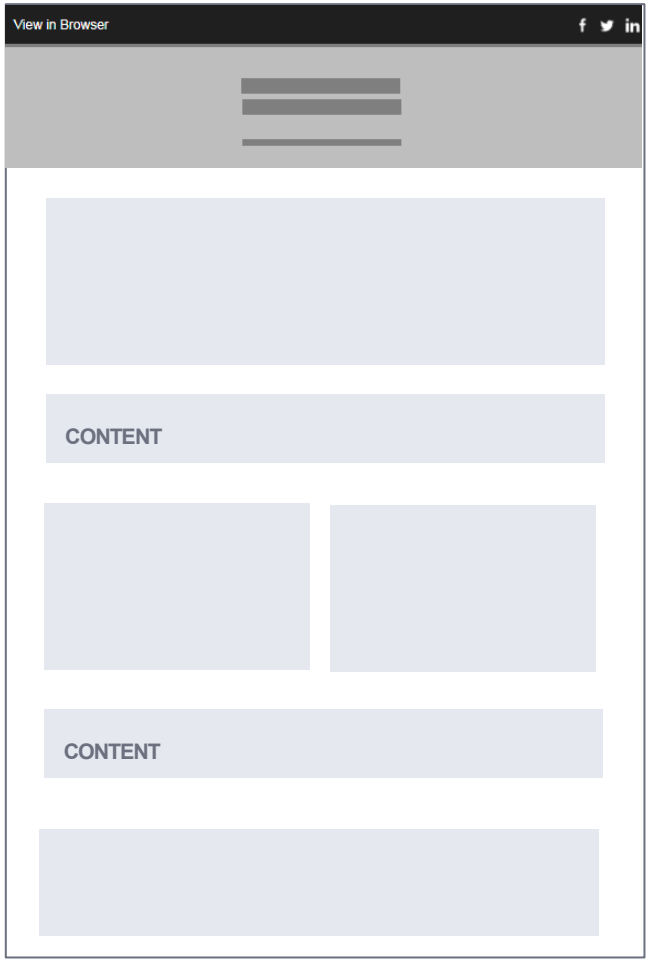
Build engagement. Drive traffic. Push content. Our newsletter sponsorships offer increased value and brand exposure for our advertisers. Plus, our new templates result in enhanced readability, faster loads and optimization for all platforms.

Newsletter components include:

- **Med Rec banner ads**: 300x250, 45k max file size. Static JPG, BMP, GIF, PNG files accepted. No rich media.
- **"About Us"/Native unit:**
  - **Headline** – 70 characters (including space)
  - **Body** – 140 characters (including space)
    - *Note -Anything longer than this count may be cut off. When possible, we will display a "Read More" link to indicate more information after the click.*
  - **Logo or Image** – 200x200
  - **Click URL**
    - *No text styling (italicize, bold, underline etc.). No bullet points. No hyperlink. The character limit includes spaces.*
- **Lead time:** 10 (ten) business days

** Newsletter sponsorships vary by brand, ranging from exclusive to 1/3 share of voice (SOV) programs. Contact your sales representative for brand-specific details.*

Co-Branded Emails



Co-branded emails build trust and credibility for your brand. Reach thousands of active, relevant professionals and sales prospects with this great addition to any integrated media campaign.

Ad Size: 600 px wide (max)

File Size: 45K

Animation: N/A

Looping: N/A

Delivery Type: HTML File

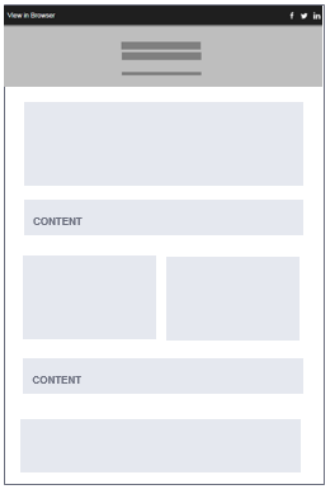
Rich Media Accepted: No rich media accepted

Lead Time: 10 business days

3rd Party Tags: Append all the correct links and tracking codes within the HTML file. ALM's email deployment software creates its own tracking code. We will not be responsible for placement of additional personal tracking.

Other Requirements: See following page

Co-Branded Emails – *cont.*



Samples are available upon request

Please note: Only HTML files are accepted (no other formats including MS Word, Javascript or PDF). Please ensure all requirements for Co-branded emails are met.

1. **HTML with inline styling or limited CSS.** Style sheets can be used if contained within the header of the HTML, but cannot reference outside style sheets.
    a. All images included within the file must be hosted by the client and point to a universal URL.
    b. To compensate for email clients blocking images on preview, we recommend not including large images at the top of the emails. If possible, please use text or tables, along with small images to build the header. Background images will not be accepted as they do not render on all email service providers.
    c. Clear and conspicuous indication that the email is an advertisement.
    d. Full physical address of the advertiser including street, city, state, and zip code.
    e. The following language allowing users to opt-out from all future emails from the advertiser: "If you no longer wish to receive promotional emails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an email to [EMAIL ADDRESS] with "opt-out" in the subject line." *Note: Operational Opt-Out Link must be something that can work outside of your own email deployment system and not be dependent on dynamically pulling in an email address as that will not work within our system.*

2. **Email addresses are considered personal information.**
    a. **The unsubscribe option must work properly** and the unsubscribe request must be honored within a reasonable amount of time (in the United States this is 10 days). All ALM advertisers are required to include Opt-out language

3. **Subject Line**

4. **Test List:** Who should receive a test of the email? Provide email addresses. Live samples available upon request.

5. **Seed List:** Who should receive a copy of the email when it actually deploys? Provide email addresses.

6. (OPTIONAL) **Suppression List** of opt-outs must be sent with creative, and should be no more than 10 days old as per CAN-SPAM laws.

Native Advertising

Native Advertising Timeline & Deliverables: Articles or Blog Posts

Internal Hosted Deliverable	Details	Delivery Date
Article/Blog Title (HED & DEK)	Maximum of 100 characters	10 business days prior
Article/Blog Copy	500 - 1,000 words (article), 300-1,000 words (blog)	10 business days prior
Article Artwork w/ proof of license and photo credit	Option A: 728x250 pixels, .jpg or .png (all of text will fall below image)	10 business days prior
Thumbnail Artwork	200x200 pixels, .jpg or .png (All brands except GlobeSt) 275x205 pixels, .jpg or .png (GlobeSt only)	10 business days prior
Author Info*	Company Name or Author Name	10 business days prior
Logo	150x31 pixels, .jpg or.png	10 business days prior
Leaderboards (top and bottom)	728x90 pixels	10 business days prior
Medium Rectangles (top and bottom)	300x250 pixels. Call to action copy (maximum 50 characters, including spaces) and URL.	10 business days prior
End-of-article link (optional)	Call to action copy (maximum 50 characters, including spaces) and URL.	10 business days prior
Preview to sponsor	N/A	
Preview approved	N/A	
Article posts	N/A	
Metrics Report delivered	*Reporting is delivered the Friday of the week after the post runs to account for tailing newsletter and social activity.*	
External Hosted Deliverable	**Details**	**Delivery Date**
Article Headline	Headline is less than 70 characters	10 business days prior
Article Summary**	Summary is less than 150 characters	10 business days prior
Thumbnail Artwork or logo	200x200 pixels, .jpg or.png	10 business days prior

**If attributing to an individual; otherwise Sponsor Company Name will be listed as Author.*
*** No summary on ThinkAdvisor pages, Title only.*

Native Advertising – *cont.*

Standard Banners on Sponsor Post Page: Deliverables, File Specifications and Delivery Instructions

Online Advertising Positions & Specs:

- 728x90 pixels (leaderboard)
- 300x250 pixels (medium rectangle)

Maximum File Size: (Static or Rich Media ad):

- 728x90: 35K
- 300x250: 35K

File Formats:

- GIF (Static or Animated)
- JPG
- HTML
- PNG

Rich Media File Requirements:

- Backup .gifs must be submitted
- 15 seconds max animation length
- Maximum of 3 loops (animation must stop after the 3rd loop)
- Frame rate must be no more than 18fps
- Initial file size must not exceed 35k
- Audio must be user initiated (On click)
- All animation/audio must contain Play/Stop controls
- Expandable ads must include a Closing “X” button
- The top-most layer must be a transparent button layer containing a clickTAG variable.

Please use the following code exactly as it is written.

```
on (release)
{ getURL(_root.clickTA G, ”_blank”);
}
```

Note: You do NOT need to embed the click URL for your ad in the SWF. It will be inserted by our ad server.

Native Advertising *– cont.*

Deliverables, File Specifications and Delivery Instructions

Video Deliverables

- **Sponsor Name** – your company name is indicated in text as “by [sponsor].” There is no logo image. You must confirm exactly how the company name should be listed.
- **Video Title** – maximum of 75 characters *(including spaces)*
- **Video Description** - maximum 1 – 2 short sentences or 125 characters *(including spaces)*
- **Video File** – see specifications below

Video File Specifications

- Acceptable file formats: .mp4, .mpeg, .mov, .avi, .m4v
- No minimum or maximum file size or length (under 200mb is preferred)
- Minimum width: 700px
- Aspect ratio: 16:9
- Encoding: H264 codec
- Video length: follow established best practices for increasing viewership. We suggest 2-3 minutes as the optimal duration for full views, but will accept videos that are up to 12 minutes long.

Video Delivery Instructions

- ***Video files should be uploaded*** directly to our video server. See accompanying document “Video Library File Upload Instructions” for instructions.

If you are not able to access Kaltura to upload your video, alternative options are:

- Dropbox, HighTail, etc: External Vendors can send a link to
- download the file from this site, or another site like it.
- Instructions to download the file from their FTP
- A mailed DVD disc with video files on it (if no other methods are successful)

Note:

Videos will post to the library within 5 business days after uploaded to Kaltura and the Client Service Manager is notified. If video files are sent using an alternative method, the videos will post 8-10 business days from receipt.

Native Advertising – *cont.*

Native Advertising Content Guidelines

Sponsor-provided content on ALM must adhere to the ALM Native Content Guidelines and is subject to review by our editors for appropriateness and relevance to our audience. Content that does not meet the Guidelines will not be posted and will be returned to the sponsor for revisions. ALM is not responsible for editing or copyediting sponsor posts.

Sponsor posts that do not adhere to the policies below will be rejected pending revision by the sponsor. One revision cycle will be permitted prior to rescheduling of placement date. Revisions must be completed and accepted two business days prior to schedule placement date, otherwise ALM will reschedule the placement to the next available date.

Accepted content types are: Article (text); Blog post (text); Infographic

GENERAL GUIDELINES FOR ALL CONTENT TYPES:

1. Must be educational, informative, or newsworthy in nature. Cannot emphasize products or sales pitches (no marketing assets or press releases will be allowed).
2. Must be original work that was commissioned or is owned by the client and has never been published on an ALM site before.
3. Must be timely and relevant to the brand's audience.
4. Cannot be created by or credited to a competitor of ALM or its brands.
5. Cannot be repeated for multiple placements.
6. ALM will allow a text link (e.g. end of article or blog post) to a destination or additional content hosted by the sponsor (optional). This link must promote other educational or informational content from the sponsor. Must be accompanied by non-advertising copy, subject to ALM's approval, such as the following: "For more resources from this sponsor, visit…"
7. The program includes promotion of the Native content via our brand's social channels. This is promotion of the native content only and cannot link anywhere else. Does not include a sponsor's hashtag or social media handle.

Native Advertising – *cont.*

Text-Based Native: Articles & Blog Posts

1. Length: 500-1,000 words (articles); 300-1,000 words (blogs)
2. Articles should be broken into sections using subheads if over 700 words
3. Illustration or photo accompanying placement must be properly sourced and either rights-free or owned by the submitter
    - Proof of ownership may be required.
    - Photo credit must be supplied.
    - Photo cannot be a marketing or product image. Cannot be a data chart or table.
    - Resolution must be within specifications supplied.
4. Links within the piece can only be included to reference a study or outside source necessary for citation. We do not permit excessive linking to external sites.
    - ALM reserves the right to link to relevant editorial content within our website without prior approval. ALM will not link to other sponsored content.
5. Articles must be submitted fully copyedited and are subject to rejection if deemed to have serious issues with grammar or structure. We suggest that content adheres to established style guidelines, such as AP style guidelines.

Infographics

1. Sponsor must own the rights to any data or research presented in the Infographic. (Proof of ownership may be required.)
2. Design credit must be supplied.
3. Must include a title and description (see specs). It is recommended that the title be a headline related to the findings/data presented in the Infographic.
4. Resolution must be within specifications supplied.

General Policies

Native placements will run on the Channel home page chosen by the Sponsor. The content will also be assigned topic tags by our editors at their discretion using topics from the designated Channel. This will enable the content to be archived appropriately on our site so content will appear in article lists as well as the site's custom search results.

ALM may, at any time, reject or remove any sponsor-provided content that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to ALM's brand(s)

ALM may in its sole discretion enable readers to comment on Native Content on ALM's websites. If comment functionality is enabled on Native Content, the sponsor will not have any role in moderating such comments. The only moderation of such comments will be performed by ALM employees to enforce our Usage Policies which prohibit spam, obscenity, hate speech, and similar content.

Audience First

Deliverable	Details	Delivery Date
Desktop Specs	300x 250, 728X90, 160x600, 300x600, 970x90 and 970x250 or any standard IAB display size	10 business days prior
Mobile Web/App Specs	300x250, 320x50, 300x50, 320x480 and 768x1024 or any standard IAB display size	10 business days prior
Ad Sizes	Must choose 3 or more sizes for program to run at optimum efficiency. See above	
Audience Segment & Inventory Requirements	Client specifies desired target, volume, budget and timing. Depending on client criteria and objectives, ALM may use third-party data sources to supplement audience segment and inventory requirements.	
Monthly Reporting	Monthly reporting will provide: ○ Reporting by target/placement including standard ad metrics ○ Screenshots on sample sites ○ Optimization recommendations	

Audience First Target Audience Selection

PropertyCasualty360.

- P&C Insurance Carrier Professionals
- P&C Insurance Claims Professionals
- P&C Agents & Brokers
- P&C Risk Professionals
- P&C Tech Professionals

BenefitsPRO.

- Benefits Brokers
- HR Professionals
- Retirement Advisors
- TPAs

GlobeSt.

- Brokerage & Licensed Brokers
- Finance & Investment
- Bank Lenders
- Owners, Investors, Developers, Builders
- Technology/Data Research

ThinkAdvisor.

- Financial Advisors
- RIAs and Wealth Managers
- Registered Representatives (Independent Brokers, Dealers, and Wirehouses)

Credit Union Times.

- Credit Union Professionals
- C-Suite and Executives

Treasury & Risk.

- Treasurers
- Treasury Managers
- CFOs
- Finance VP/Directors
- Finance Manager/Analysts

AUDIENCE FIRST

** Audience selection must be completed at least 10 days prior to campaign launch. No maximum*

Video Audience First Social Ad Specs

Specs	Facebook	X (formerly Twitter) (video website cards)	LinkedIn
Video Aspect Ratio	9:16 to 16:9 *Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3	16:9 or 1:1	N/A
File Size	4GB Max	1GB max. GIFS not supported in this card type	N/A
URL specs	N/A	Must begin with http:// or https://	N/A
File Type	Highest res source available without letter or pillar boxing (no black bars). Most types are supported. Recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+	MP4 or MOV	N/A
Length min.	1 second	1 second	N/A
Length max.	240 mins.	2 minutes and 20 seconds	N/A
Frame rate	N/A	29.97FPS or 30FPS	N/A
Video Codec		H264, baseline, 4:2:0 color space	N/A
Captions / Copy	Optional but recommended		N/A
Sound	Optional but recommended		N/A
Text	125 characters	280 characters	N/A
Headline	N/A	N/A	N/A
Thumbnails	Those that consist of more than 20% text may experience reduced delivery		N/A
With Link	Headline: 25 characters Description: 30 characters	70 characters (<50 recommended)	N/A
360 videos	Facebook provides an interactive and immersive platform for 360 videos. Users can explore these by turning their device or dragging their finger through the content.		N/A

Audience First Social Creative Specs

Deliverable	Details	Delivery Date
Headline	25-50 characters	10 business days prior
CTA/Link	Link description: 30 characters	10 business days prior
Social Post Image*	• Recommended image size: 1200 x 628 pixels • Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with link • Recommended image formats are JPG and PNG • Images with 20% text or more could increase chances of failed delivery • Short description will drive to advertiser site from these social platforms: Facebook, X (formerly Twitter) (+LinkedIn if added)	10 business days prior
Summary Text	125 characters	10 business days prior

** The social feed ad links to the client's native content*

Programmatic Display

ALM now offers the ability to buy our onsite display IAB units programmatically.

All of our premium inventory is available for programmatic buys using one of the following options:

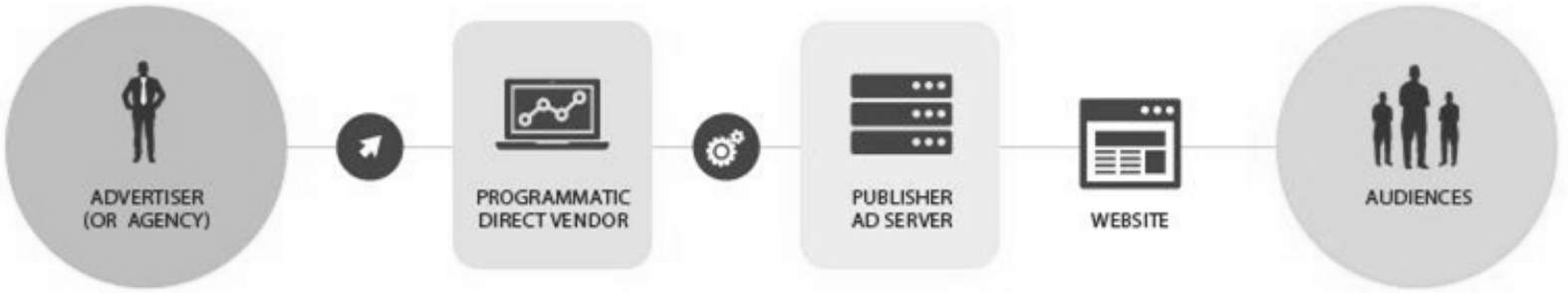
1) **Programmatic Guaranteed:** The best option, fixed spend and allows for additional 1st party targeting options

2) **Programmatic Non-Guaranteed:** Preferred deals offered at a Flat Rate CPM, ROS or ROC targeting options only

Deals are brokered through Google Ad Exchange. You send us your Exchange and Seat # and we set up the Programmatic Buy and push directly to the buyer.

IAB sizes available: 970x90, 970x250, 300x600, 300x250, 320x50, 728x90

How Programmatic Works



For additional information or questions, please contact:

tmsalesoperations@arc-network.com