

### Acceptable File Formats

- .gif
- .jpg
- .png
- HTML5

### Unacceptable File Formats

- .doc
- .pdf
- .eps
- .tif
- .mov
- .wmv
- Flash .swf

### Resolution Recommendations

The preferred file resolution is web-optimized 72 dpi. High-resolution graphics may be down-sampled to ensure that images load quickly.

### Size and Placement Options

The following placement options are available for all Meridian sites (individual customers may choose to restrict the locations available for paid advertisements):

Theme 1 Ads		
Ad Name	Size (Pixels)	Placement
Leaderboard Ad	728 x 90	Appears at the top of every page
Mobile Leaderboard Ad	320x50	Appears at the top of every page in mobile view
Footer Ad	728 x 90	Appears at the bottom of every page
Mobile Footer Ad	320x50	Appears at the bottom of every page in mobile view
Tile Ad 1	300 x 250	Appears on right-hand side of the homepage as well as at the top of every interior content page
Tile Ad 2	300 x 250	Appears on the right-hand side of interior content pages
Tile Ad 3	300 x 250	Appears on the right-hand side of interior content pages
Skyscraper Ad 1	160 x 600	Appears on right-hand side of the homepage and every interior content page
Skyscraper Ad 2	160 x 600	Appears on the right-hand side of every interior content page
Skyscraper Ad 3	160 x 600	Appears on the right-hand side of every interior content page