

WHAT STANDARD UNITS DOES THEATLANTIC.COM ACCEPT?

AD UNIT	AD POSITION	MAX. FILE SIZE	RICH MEDIA
728 x 90 LEADERBOARD	Sitewide	30k gif or jpeg/40k flash	Yes
300 x 250	Sitewide	30k/40k flash	Yes
336 x 280	Sitewide	30k/40k flash	Yes
300 x 600 HALF-PAGE	Sitewide	30k/40k flash	Yes
INTERSTITIAL (SIZE VARIES)	Sitewide	70k	Yes
120 x 32 TILE/LOGO	Article Tools	20k	Yes
468 x 60 BANNER	Preview Newsletter	12k	No
LEADERBOARD/BOX/LOGO	TransAtlantic Newsletter	30k	No

Also available: video/podcast placement, rich media custom units, synched ads and surrounds, and microsites. All online advertising is served through DART for Publishers.

For more information please contact:

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