

LEADERBOARD

Please supply the following components:

- **Desktop content (one of the following options):**
 - A static image with dimensions of 1940 × 420 px in the JPEG RGB, PNG, or GIF format with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the image may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).
 - An animated GIF with dimensions of 1940 × 420 px and a file size of up to 700 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px). For complex animations that would otherwise exceed a file size of 700 KB, you can decrease the dimensions to 970 × 210 px (in that case it is enough to have an “x-height” of 8 px and a thickness of 1 px for any border used).
 - Package for an HTML5 banner with dimensions of 970 × 210 device independent pixels based on the [Google Ad Manager specifications](#) up to a file size of 700 KB; the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)) and in the case of a white ad background, we require a frame of a different color with a thickness of at least one device independent pixel.
- **Mobile content (one of the following options):**
 - Static image with dimensions of 640 × 240 px in JPEG RGB, PNG, or GIF format with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the image may not be below 16 px).
 - An animated GIF with dimensions of 640 × 240 px with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px).
 - Package for an HTML5 banner with dimensions of 320 × 150 device independent pixels based on the [Google Ad Manager specifications](#); the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)).
- **Target URL for clickthrough**
- (Optionally) **https:// URL pointing to a transparent 1 × 1 px image for your own ad-view measurements**

BANNER IN ARTICLE – SKYSCRAPER AND MOBILE SQUARE

Please supply the following components:

- **Desktop content (one of the following options):**
 - A static image with dimensions of 600 × 1200 px in the JPEG RGB, PNG, or GIF format with a file size of up to 500 KB (the small-letter height – the “x-height” – in

texts in the image may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).

- An animated GIF with dimensions of 600 × 1200 px and a file size of up to 700 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px). For complex animations that would otherwise exceed a file size of 700 KB, you can decrease the dimensions to 160 × 600 px (in that case it is enough to have an “x-height” of 8 px and a thickness of 1 px for any border used).
- Package for an HTML5 banner with dimensions of 300 × 600 device independent pixels based on the [Google Ad Manager specifications](#) up to a file size of 700 KB; the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)) and in the case of a white ad background, we require a frame of a different color with a thickness of at least one device independent pixel.

- **Mobile content (one of the following options):**

- A static image with dimensions of 500 × 500 px in the JPEG RGB, PNG, or GIF format up to 100 KB (the small-letter height – the “x-height” – in texts in the image may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).
- An animated GIF with dimensions of 500 × 500 px and a file size of up to 100 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).
- Package for an HTML5 banner with dimensions of 250 × 250 device independent pixels based on the [Google Ad Manager specifications](#) up to a file size of 700 KB; the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)) and in the case of a white ad background, we require a frame of a different color with a thickness of at least one device independent pixel.

- **Target URL for clickthrough**

- (Optionally) **https:// URL pointing to a transparent 1 × 1 px image for your own ad-view measurements**

BANNER UNDER ARTICLE

Please supply the following components:

- **Desktop content (one of the following options):**

- A static image with dimensions of 1940 × 420 px in the JPEG RGB, PNG, or GIF format with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the image may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).

- An animated GIF with dimensions of 1940 × 420 px and a file size of up to 700 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px). For complex animations that would otherwise exceed a file size of 700 KB, you can decrease the dimensions to 480 × 238 px (in that case it is enough to have an “x-height” of 8 px and a thickness of 1 px for any border used).
 - Package for an HTML5 banner with dimensions of 970 × 210 device independent pixels based on the [Google Ad Manager specifications](#); the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)) and in the case of a white ad background, we require a frame of a different color with a thickness of at least one device independent pixel.
- **Mobile content (one of the following options):**
 - A static image with dimensions of 600 × 200 px in the JPEG RGB, PNG, or GIF format with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the image may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).
 - An animated GIF with dimensions of 600 × 200 px with a file size of up to 500 KB (the small-letter height – the “x-height” – in texts in the GIF may not be below 16 px; if the image has a white background, please add a border in a different color with a thickness of 2 px).
 - Package for an HTML5 banner with dimensions of 300 × 100 device independent pixels based on the [Google Ad Manager specifications](#); the bitmap graphics within the package must be displayed with a scaling factor of at least 2.0 (“@2x”, retina resolution, etc.; [see this article](#)) and in the case of a white ad background, we require a frame of a different color with a thickness of at least one device independent pixel.
 - **Target URL for clickthrough**
 - (Optionally) **https:// URL pointing to a transparent 1 × 1 px image for your own ad-view measurements**

ADS IN THE ESPRESSO AND COCKTAIL NEWSLETTERS

Please supply the following components:

- **A banner** in PNG format with dimensions of 1350 × 660 px (the small-letter height – the “x-height” – in texts in the image may not be below 22 px; if the image has a white background, please add a border in a different color with a thickness of 4 px).
- **Target URL for clickthrough**
- **A paragraph of text** with a length of approximately 300 characters – optionally mark a part of this text as clickable and add a URL for this click (you may not use bold text, have a part of the text written in ALL CAPS, or have multiple clickable parts).

- (Optionally) **Data for a Call to Action button** – button text with a maximum length of 25 characters (cannot be in ALL CAPS); a clickthrough URL for the button and a button color in the RGB profile (keep in mind that the text in the button is black, so please take sufficient contrast into account).
- *Download the advertisement specification for Forbes newsletters in PDF format. The document also includes a visual example of the individual components in context. [Download document »](#)*
- *Note: Unfortunately, our system for sending out newsletters does not enable the insertion of client pixels for measuring ad views.*

WEBSITE BRANDING

A specification of the Forbes.cz website branding with visual examples is available in a separate PDF document. [Download document »](#)