

## Senior Guidebook Media Kit

### Specifications Overview

SeniorGuidebook.com can help you achieve your advertising objectives, offering advertising in rich media formats to help you strengthen brand awareness while targeting your segment.

Whether it's standard banner placements or custom solutions, SeniorGuidebook.com is the place to help you create a compelling and rich ad experience for consumers. You can also inquire at [advertise@seniorguidebook.com](mailto:advertise@seniorguidebook.com) about print advertising opportunities in our quarterly publication. Lead times are generally 5 days with supplied creative once it is approved by us. If creative design services are required leads are longer.

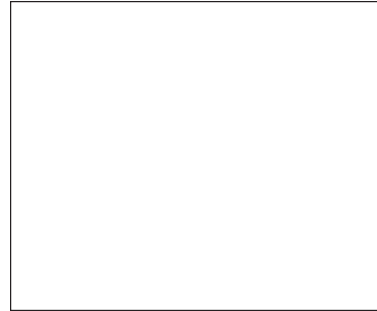
FILE FORMATS: FLASH, JPG, HTML	SIZE	FILE SIZE
Large Rectangle	336x280	40k
Medium Rectangle	300x250	40k
Half-Page Ad	336x850 or 300x600	75k
Leaderboard	728x90	40k
Skyscraper	160x600	40k
Rectangle	180x150	40k
Button	120x90	15k
Entitlement (New 88x31 guidelines)	88x31	5k
Half Banner	234x60	20k

\*\* All click-through URLs must open in a new browser window.

### Large Rectangle

- 336x280 pixels
- FLASH, JPG, HTML
- 40k Max Initial file size

Large  
Rectangle



### Medium Rectangle

- 300x250 pixels
- FLASH, JPG, HTML
- 40k Max Initial file size

Medium  
Rectangle



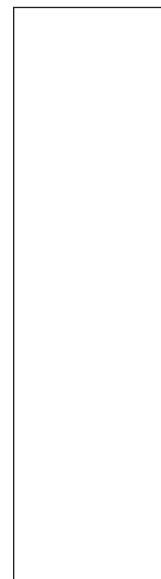
Leaderboard



### Leaderboard

- 728x90 pixels
- FLASH, JPG, HTML
- 40k Max Initial file size

Skyscraper



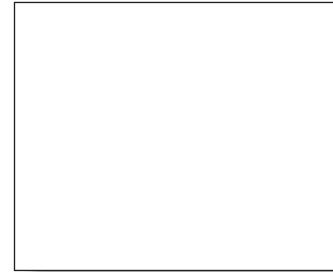
### Skyscraper

- 160x600 pixels
- FLASH, JPG, HTML
- 40k Max Initial file size

### Rectangle

- 180x150 pixels
- FLASH, JPG, HTML
- 40k Max Initial file size

Rectangle



### Button

- 120x90 pixels
- FLASH, JPG, HTML
- 15k Max Initial file size

Button



### Home Page Button with Text

- 120x90 pixels
- FLASH, JPG, HTML
- 15k Max Initial file size

*Note: There are two text options – Option #1 is a Bullet List and Option #2 is a Long Tagline. Only available on the Home Page.*

Home Page  
Button with Text



### Entitlement

- 88x31 pixels
- FLASH, GIF, JPG, HTML
- 5k Max Initial file size
- 5k Total file size

Entitlement

