

Digital Ad Specifications

Share with your graphic designer or art director to achieve the best results possible for your ad.

Ad Sizes

Ads may be submitted in the following sizes:

Measured in Pixels, W x H	
Skyscraper	160 x 600
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Mobile Leaderboard	320 x 50
Mobile Leaderboard alt	300 x 50

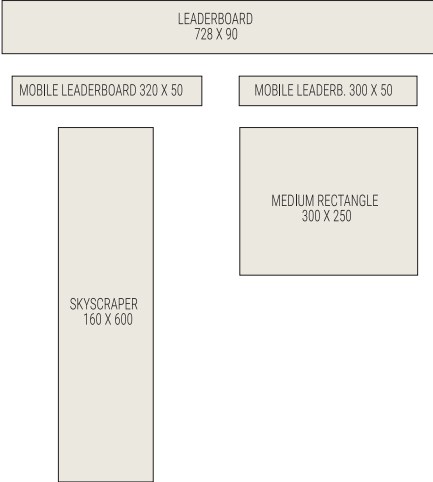
Ad Formatting

Preferred format: PNG, GIF, JPG or zipped HTML package. If a graphic file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted.

Unacceptable formats: TIFF, EPS, PDF.

Modifications to ads: Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges.

Digital Ad Specifications	
Color	RGB
Resolution	72 dpi



Encore Spotlight Ad Specifications

Share with your graphic designer or art director to achieve the best results possible for your ad.

Ad Sizes

Ads may be submitted in the following sizes:

Measured in Pixels, W x H	
Billboard	970 x 250
Leaderboard Max	990 x 122
Super Leaderboard	970 x 90
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Mobile Leaderboard	320 x 50

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