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Ad Type	Dimensions	Expandable Dimensions	File Size	Animation	3rd Party	Notes
Skyscraper	Min 120x600 Max 160x800	expandable ads can expand up to 480x600. Must expand to	30K	Up to 30 seconds	Yes	Only available on select pages in Job Market, Autos, Classifieds, Cartoons, Magazine, Weather, College, Learning, Personals.
Banner	468x60		20K	Up to 30 seconds	Yes	Classifieds, Cartoons, Magazine, Weather, College, Learning, Personals.
Half-Page Ad	Min 300x600 Max 336x850	expandable ads can expand up to 504x850. Must expand to	60K	Up to 30 seconds	Yes	
Leaderboard	768x90 or 728x90	expandable ads can expand up to 768x270. Must expand to	30K	Up to 30 seconds	Yes	
Billboard	960 x 90		30K	Up to 30 seconds	Yes	
Big Ad/IMU	Min 250x250 Max 336x280	expandable ads can expand up to 504x280. Must expand to	40K	Up to 30 seconds	Yes	
Home Page Big Ad	336x280, 300X250	expandable ads can expand to up to 504x280. Must expand to the left.	20K	Up to 30 seconds	Yes	No Iframes allowed, unit must be standrad or Javascript tags if third party served.
Pop-Up	up to 550x480		60K	No limitations	Yes	
Pop-under	up to 800x600		60K	No limitations	Yes	
Full Page Interstitial	up to 640x480 for ads submitted for local serving; others can be set to expand to size of browser window.		60k initial 100k total	Up to 15 seconds	Yes	Third party served interstitials must include an approved NYTimes.com header. Eyebalster is an accepted third party.
Multimedia Intro Interstitial	336x280		60K	Up to 15 seconds	Yes	Third parties can serve the 336x280 ad unit that will appear as the Interstitial before the Multimedia presentation. Can have uninitiated sound. 728x90 Static leaderboard (30K) can be
Pre-roll Video Ad	Displays television-quality streaming video in a 400x300 pre-roll ad prior to video content		1MB	15 seconds for Home Page, 30 seconds for all other pages, Compressed .avi or beta tape	Yes	Static 336x280 Big Ad should also be submitted to run in companion. Max file size 40K, can be third party served. Approved vendors: Unicast/Feedroom
Floating and Overlay Ads (including Eyebalster, Shoskele)	550x480 if rectangular; free-form overlays can cover no more than two-thirds of a 1024x768 browser window.		60K initial 100k total	Up to 10 seconds	Yes	Must be designed to overlay other flash elements on the page; visible close button
Featured Product	120x90 GIF; 50 character headline, 50 hyperlinked text characters, 90 text characters		10K	Static	No	
Travel Postcard (Expandable Push-Down Sponsorship)	953x278 Contracts to a 120x60 tile	953x278	60k	4 Second Collapsible Ad	yes	Ad auto expands for 4 seconds then retracts to a 120x60 unit that can be clicked to expand
Travel Sectionfront Marketplace	88x31		2k max	None	Yes	Text - 4 line of text, 14 characters per line (including spaces)
Travel Featured Deal	120x90 GIF; 50 character headline (including spaces), 50 hyperlinked text characters, 90 text characters (including spaces)		15K	Static	Yes, Image	
Section Front Share of Voice	336x46	336x280	20K initial, 100k total	336x46 initial state must be static, the unit can animate once the user initiates action and expands the ad, but when the expandable is deactivated	Yes	Video: must be user initiated, must have start, stop buttons - may run for 15 sec Audio: may be auto, must have mute button
Featured Product - Technology Section	Max. 160x105 GIF; 50 character headline, 50 hyperlinked text characters, 90 text characters		15K	Static	Yes	
Home Page Share of Voice	Two units both 184x90		15K	Static	Yes	Two ads will appear concurrently on either side of The New York Times nameplate. We encourage advertisers to use the ad space on the left side of the masthead to display their
Homepage Day Part Module	120x60		4K	Static	Yes, Image	No Iframes allowed, unit must be standrad tags or Javascript tags if third party served.

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Home Page Partner Box	120x90		10K	Static	Yes	No Iframes allowed, unit must be Javascript tags if third party served.
Home Page Marketplace	88x31; 4 lines of text, max 14 characters each line (including spaces) 60 characters max.		2K	Static	Yes, Image	Previously submitted ads in the 86x40 size will still be accepted.
Home Product Marketplace Feature	Big version (Real Estate/Owning a Home): Large Photo 230w x 160h, 60 char text with two links, Small Photo: 75w x 75h, 3 links, Logo: 78x36. Small Version (Articles, Home		Large Photo: up to 30 seconds Small Photo: up to 30 seconds Logo - static	Large Photo: up to 30 seconds Small Photo: up to 30 seconds Logo - static	Yes, Image	
Home Product Marketplace Button	160w x 60h, 40 characters of text.		5K	Static	Yes, Image	
Markets Sponsor	120x60		5K	Static	Yes	
Section Front Marketplace	88x31; 4 lines of text, max 14 characters each line (including spaces)		2K	Static	Yes, Image	Previously submitted ads in the 86x40 size will still be accepted.
Site for a Day	86x60		86x60 - 2K	86x60 - static	Yes	
Text Links	65 characters (including spaces) plus URL. Indicate a visible url if desired, and a linking url for actual click-thru.			N/A	No	May include 1x1 pixel tracking
Movie Showtimes Sponsorship	88x31 gif/jpg		5K	No	Yes	
Site Search Sponsorship	88x31		3K	Static	Yes, Image	
Theater Tile	160x60		10k	Static	Yes	
MyTimes Module Sponsorships	88x31		3k	Static		
Most Popular Sponsorship	88x31		3k	Static		
Samsung Ad	120x90		10k	Static	Yes, image	
Marketing Module	336x280					

Ad Programs

Multimedia Package	See specs for Pre-roll video and Multimedia Intro Interstitials above.					
Surround Session	Required: Big Ad/IMU, Leaderboard, Optional: Half Page Ad. (Banners & Skyscrapers are optional in order to appear on a small number of pages that display those units.)		Banner - 20K Skyscraper - 30K Big Ad/IMU - 40K Leaderboard - 30K Half Page Ad - 60K	Up to 30 seconds	Yes	Recommended that unique set of 3rd party ads be sent for advertising 5th page view to track completed sessions.
Site Session *** (Current Specs)	Required: Big Ad/IMU, Skyscraper, Leaderboard, Optional: Half Page Ad. (Banners & Skyscrapers are optional in order to appear on a small number of pages that display those units.)		Banner - 20K Skyscraper - 30K Big Ad/IMU - 40K Leaderboard - 30K Half Page Ad - 60K	Up to 30 seconds	Yes	
Fixed Section Front Placements	Banner, Skyscraper, Big Ad IMU, Leaderboard		Banner - 20K Skyscraper - 30K Big Ad/IMU - 40K Leaderboard - 30K	Up to 30 seconds	Yes	
Print This' Sponsorship	88x31 Big Ad (336x280, 300x250) or Half Page Ad (336x850), Logo Button (88x31)	88x31: 2K Big Ad: 40K	3K Banner - 20K Skyscraper - 30K	No Animation Up to 30 seconds	Yes Yes	
Email This Sponsorship	For text e-mail: 50 Character Headline, 5 lines of text max, 60 characters per line (about 45 words) For html e-mail: 120x60 static gif plus 5 lines of text max, 60 characters per line (about 45 words)	Half Page: 60K 120x60: 5K	Large Rectangle - 40K Leaderboard - 30K Half Page Ad - 60K			
Sponsored Archive	A combination of the following: banners, leaderboards, skyscrapers, big ads. Normal specs for these positions apply, with the following exceptions: uninitiated sound is accepted, unlimited animation is accepted.	See specs for banners, leaderboards, skyscrapers, big ads.		Unlimited	Yes	Ad sizes to use determined in conjunction with client when designing pages.

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Sponsored Topic Search	A combination of the following: banners, leaderboards, skyscrapers, big ads. Normal specs for these positions apply, with the following exceptions: uninitiated sound is accepted, unlimited animation is accepted.	See specs for banners, leaderboards, skyscrapers, big ads.		Unlimited	Yes	Banners appear on all archived articles. Advertiser can have a skyscrapers OR big ad placement in addition to the banner.
White Paper Features	Front Page Elements: Logo: 120x60 Static GIF, White Paper Title: 30 characters (with spaces), White Paper Short Description: 60 characters (with spaces) Description Page Elements: Logo: 120x60 Static GIF or 120x60		120x60 - 5K	Static	No	Placements are sold in 3 month increments
Print This Photo Sponsorship	120x60		5K	Static	No	
Classifieds — Real Estate						
Home Page Module-Real Estate			Photo - 20K, Logo - 4K			
Big Ad	Property Photo: 173x98, Logo: 78x36, 20 characters text 336x280		40K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Leaderboard	768x90 or 728x90	Expandable up to 768x270. Must expand downwards.	30K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Featured Property Section Front	Photo 200x150, logo 78x36, & 20 chars text or Photo Only 200x195		Photo - 30K, Logo - 4K	N/A	N/A	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Featured Property Search Results	Photo 200x150, logo 78x36, & 20 chars text or Photo Only 200x195		Photo - 30K, Logo - 4K	N/A	N/A	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Featured Development	Photo 200x150, logo 78x36, & 20 chars text or Photo Only 200x195		20K	Max: 30 seconds (including looping)	YES	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Featured Broker	Photo 200x150, logo 78x36, & 20 chars text or Photo Only 200x195		20K	Max: 30 seconds (including looping)	YES	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Listing	click here for full info		N/A	N/A	N/A	
Marketplace Buttons	78x36, 30 chars text		5k	Static GIF		
Search Module Sponsor Button	88x31		3K	Static GIF	Yes, Image	
Broker Buttons	120x90		5k	Static GIF		All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Half-Page Ad	Min 300x600 Max 336x850	Expandable ads can expand to up to 504x850	60K	Max: 30 seconds (including looping)	Yes	Can only run on article pages
Home Finance Center						
Leaderboard	768x90		30K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Search Module Sponsor Button	88x31		3K	Static GIF	Yes, Image	
Big Ad	336x280		40K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Section Front Marketplace Buttons	88x31		5k	Static GIF		No TEXT
Broker Buttons	120x90		5k	Static GIF		All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Luxury/Great Homes						
Big Ad	336x280		40K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Great Homes Featured Property	Photo: 166x114 Logo: 78x36 Title Text: 20 characters Location Text: 20 characters Description Text: 20 characters Click Through URL Required		Photo - 30K, Logo - 4K	N/A	N/A	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Open House Maps						
Leaderboard	768x90 or 728x90		40K	Max: 30 seconds (including looping)	Yes	All locally served ads require a SWF, FLA, GIF/JPG and click-through URL
Classifieds — Job Market						
Job Market Big Ad	336x280		50K	up to 30 secs.		
Classifieds — Automobiles						
Automobiles Vehicle Spotlight	220x65 pixels, gif/jpg on white background		N/A		YES	

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Automobiles Showcase	Image Size: 110 pixels high by 322 pixels long	Animation: Static gif	20K	Static	YES	
Automobiles Search Sponsorship	160x25 (Search Sponsorship)		N/A		YES	
Automobiles Fixed Tile	160x60		N/A		YES	
New York Zoned Dealer Spotlight	Image Size: 75 pixels high by 80 pixels long		5K	Static		
	Characters: 2 lines of text 14 characters each including spaces. (24 Total) ** The reason for two lines is because long words will break after 14 characters and will go on the next line.					
E-mail						
*Today's Headlines *Dealbook *Newsletters: (Travel Dispatch, Your Money, In Advertising, Drivetimes, Circuits, Movies Update, Books Update) *Times Preview: (Wednesday, Friday) *TimesSelect Today **"UrbanEye"	BOTH VERSIONS BELOW REQUIRED HTML version: *336x280 or 300x250 gif or jpg; *and 1 URL Text version: *up to 50 Character Headline; *up to 5 lines of text - max 60 characters (including spaces) per line; *and 1 URL		40K	4 loop max and then remain static on final loop	URLs only not images.	Only gif or jpg files accepted. No html code or third party hosted images. All third party URLs must be dedicated standalone clickthrough URLs
Today's Headlines Text Links	65 characters (including spaces) plus URL. Indicate up to 32 characters in the beginning of the text to be bold, a display url to be visible at the end of the message, and a linking url for actual click-thru.			N/A	No	Max of 5 individual ad codes in rotation at one time, Max of 1 instance of code or image changes per month
Newsletter: In Advertising	Specs above or optional 336x850 Sumo Ad in HTML version		40K	4 loop max and then remain static on final loop	URLs only not images.	Only gif or jpg files accepted. No html code or third party hosted images. All third party URLs must be dedicated standalone clickthrough URLs
Great Getaways	HTML: Maximum table width: 580 Text: 200 words max. No embedded links or fancy formats. (.txt file preferred)		ALL Image(s): 80K combined with no single image being larger than 40k	No	URLs only not images.	1 Text and 1 Html version for each campaign Only 5 unique urls will be tracked Body background image or color must be white; colored tables are allowed. E-mail from line provided by NYTimes.com Offer for the TEXT and HTML e-mail creatives must be the same. Subject line 55 characters max including spaces. Acceptance of subject line provided by advertiser is subject to legal/editorial review. NO- CSS (Cascading Style Sheets), Javascript, Java, frames, ActiveX, image maps, background images, iframes, open-rate gifs, targeting, or dynamic HTML. No Meta tags.
Sophisticated Shopper	HTML: Maximum table width: 580 Text: 200 words max. No embedded links or fancy formats. (.txt file preferred)		ALL Image(s): 80K combined with no single image being larger than 40k	No	URLs only not images.	1 Text and 1 Html version for each campaign Only 5 unique urls will be tracked Body background image or color must be white; colored tables are allowed. E-mail from line provided by NYTimes.com Offer for the TEXT and HTML e-mail creatives must be the same. Subject line 55 characters max including spaces. Acceptance of subject line provided by advertiser is subject to legal/editorial review. NO- CSS (Cascading Style Sheets), Javascript, Java, frames, ActiveX, image maps, background images, iframes, open-rate gifs, targeting, or dynamic HTML. No Meta tags.

Ad Type	Dimensions	Expandable Dimensions	File Size	Animation	3rd Party	Notes
TicketWatch	<p>HTML: Maximum table width: 580 Text: 200 words max. No embedded links or fancy formats.</p>		<p>ALL Image(s): 80K combined with no single image being larger than 40k</p>	No	<p>URLs only not images.</p>	<p>1 Text and 1 Html version for each campaign Only 5 unique urls will be tracked Body background image or color must be white; colored tables are allowed. E-mail from line provided by NYTimes.com Offer for the TEXT and HTML e-mail creatives must be the same. Subject line 40 character max including spaces. Acceptance of subject line provided by advertiser is subject to legal/editorial review. No CSS, Javascript, Java, frames, ActiveX, image maps, or dynamic HTML. No Meta tags Suppression lists are accepted and must be provided 4 days before the drop date.</p>
Ad Mail	<p>HTML: Maximum table width: 580 Text: 200 words max. No embedded links or fancy formats. (.txt file preferred)</p>		<p>ALL Image(s): 80K combined with no single image being larger than 40k</p>	No	<p>URLs only not images.</p>	<p>1 Text and 1 Html version for each campaign Only 5 unique urls will be tracked Body background image or color must be white; colored tables are allowed. E-mail from line provided by NYTimes.com Offer for the TEXT and HTML e-mail creatives must be the same. Subject line 55 characters max including spaces. Acceptance of subject line provided by advertiser is subject to legal/editorial review. NO - CSS (Cascading Style Sheets), Javascript, Java, frames, ActiveX, image maps, background images, iframes, open-rate gifs, or dynamic HTML. No Meta tags. Supression lists must be 5 days before date of scheduled broadcast.</p>