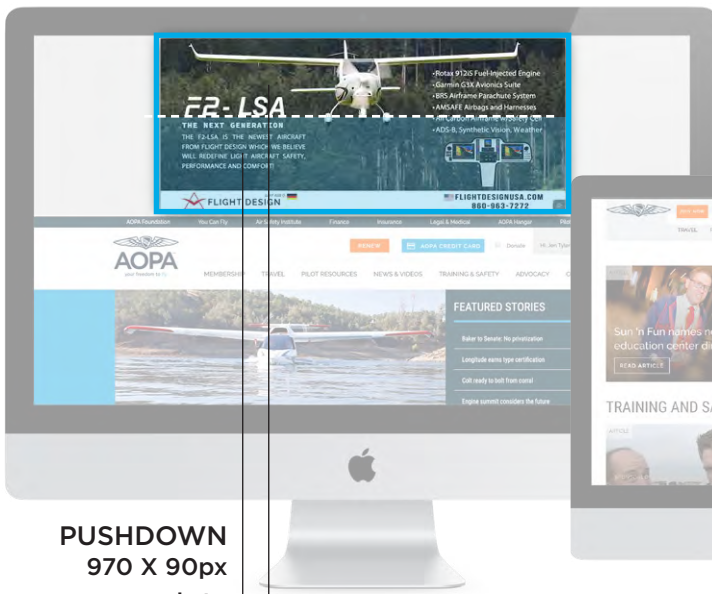


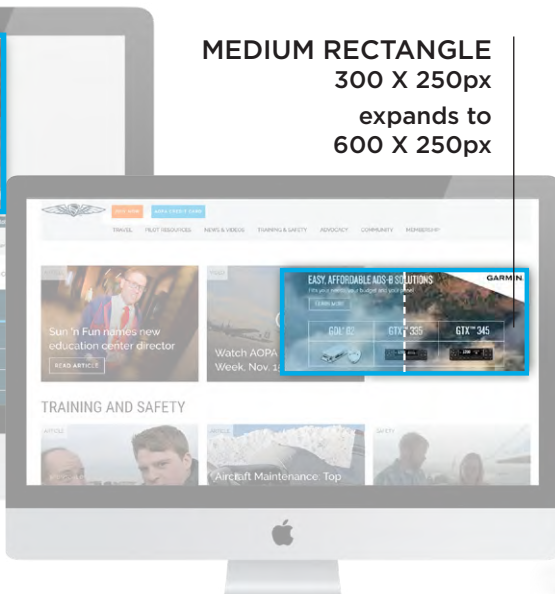
AD OPPORTUNITY	HOME PAGE CPM	ROS CPM	TARGETING
*970 X 90px Pushdown (expands to 970 X 415px) (Top)	\$79.00	\$66.00	Add 20%
*970 X 90px Super Leaderboard (Top)	\$66.00	\$55.00	Add 20%
728 X 90px Interrupter (Middle)	\$60.00	N/A	N/A
300 X 600px Half Page (Right Rail Only)	N/A	\$39.00	Add 20%
300 X 250px Medium Rectangle (Right Rail or Embedded) (expands to 600 X 250px)	\$46.00	\$36.00	Add 20%
**728 X 90px Leaderboard (Footer)	\$15.00	\$13.00	Add 20%
320 X 100px Mobile Super Leaderboard (top) <b>MOBILE ONLY</b>	N/A	\$39.00	N/A
300 x 50 or 320 x 50px Mobile Leaderboard (Sticky Footer) <b>MOBILE ONLY</b>	N/A	\$36.00	N/A

\*Please include 320 x 100px version for mobile \*\* Please include 300 x 50 or 320 x 50 version for mobile

	PUSHDOWN (970 X 90px)	SUPER LEADERBOARD (970 X 90px)	INTERRUPTER (728 X 90px) LEADERBOARD (728 X 90px)	MEDIUM RECTANGLE (300 X 250px)
Ad Location:	Top of Page Content	Top of Page Content	<b>Interrupter:</b> Middle of homepage Content. <b>Leaderboard:</b> Bottom of Page	Right column, towards the top of the page; embedded in content towards left or right of page of article pages.
Initial Dimensions:	Width = 970px Height = 90px	Width = 970px Height = 90px	Width = 728px Height = 90px	Width = 300px Height = 250px
Expandable Dimensions:	Width = 970px Height = 415px	Does not expand.	Does not expand.	Width = 600px Height = 250px
Expansion Direction:	Down	Does not expand.	Does not expand.	Left
Initial File Size:	200K	200K	200K	200K
Subsequent Max Polite File Load Size:	300K	300K	300K	300K



**PUSHDOWN**  
970 X 90px  
expands to  
970 X 415px



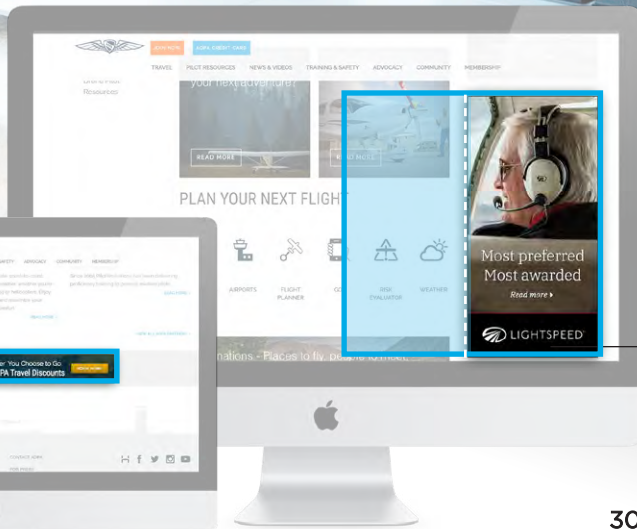
**SUPER LEADERBOARD**  
970 X 90px

**MEDIUM RECTANGLE**  
300 X 250px  
expands to  
600 X 250px



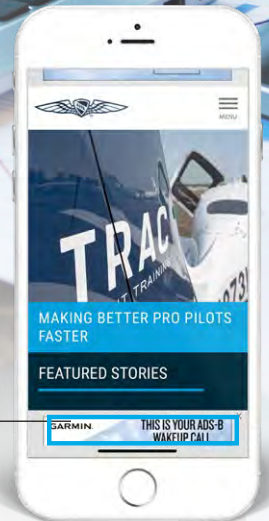
**LARGE MOBILE**  
320 X 100px

**LEADERBOARD/  
INTERRUPTER**  
728px X 90px



**HALF-PAGE**  
300px X 600px  
expands to  
600px X 600px

**MOBILE BANNER**  
(sticky footer)  
300 x 50px or 320 x 50px



	<b>HALF-PAGE</b> (300 X 600px)	<b>LARGE MOBILE</b> (320 X 100px)	<b>MOBILE BANNER</b> (sticky footer) (300 x 50px or 320 X 50px)
<b>Ad Location:</b>	Right column, towards the top of the page; embedded in content towards left or right of page of article pages.	Top of page content	Persistent ad at the bottom of the page
<b>Initial Dimensions:</b>	Width = 300px; Height = 600px	Width = 320px; Height = 100px	Width = 320px; Height = 50px
<b>Expandable Dimensions:</b>	Width = 600px; Height = 600px	N/A	N/A
<b>Expansion Direction:</b>	Left	Does not expand.	Does not expand.
<b>Initial File Size:</b>	200K	200K	200K
<b>Subsequent Max Polite File Load Size:</b>	300K	300K	300K

**FILE SPECIFICATIONS**

- Please submit files to: [pilot.ads@aopa.org](mailto:pilot.ads@aopa.org)
- **File Format:** Rich Media, HTML5 (must follow Google Ad Manager guidelines), .jpeg or .gif
- **Resolution:** 72 dpi min resolution
- **Max Animation Length:** 15 sec.
- **Max Video Length:** 30 sec.
- **Max Animation Frame Rate:** 24 - 30 fps
- **Z-Index Range (Non-Expandable/Expandable):** 0 - 4,999 / 5,000 - 1,999,999 (for entire ad unit)
- **Audio Initiation:** Must be user-initiated (on click: mute/un-mute); default state is muted

- **Minimum Required Controls:** Mouse On/Off for expansion video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
- **Labeling Requirements, Font Size, etc.:** Ad unit content must be clearly distinguishable from normal webpage content (i.e., ad unit must have clearly defined borders and not be confused with normal page content)
- **Links:** Include complete URL for hyperlinking
- **Submission Lead-Time:** 5 business days before campaign start.
- **Implementation Notes & Best Practices:** For times when the user's browser does not support creative functionality, (i.e., Rich Media), provide a backup image.