RAPAPORT ADVERTISING

digital specifications

ONLINE ADVERTISING TECHNICAL SPECIFICATIONS

Banner	728w x 90h
Tower	200w x 600h
Format	GIF, JPEG, PNG, HTML5
Color mode	RGB
Resolution	72dpi
Weight	Max. 900kB; Optimal 200kB

- Animated banners should be no longer than 15 seconds.
- For GIF, JPEG and PNG files, please provide the exact URL that your advertisement should redirect to.
- HTML5 banners must be hosted by a third-party server with an SSL certificate. Please provide a link to your hosted banner and the exact URL that your advertisement should be redirected to.

RAPNET APP MOBILE ADVERTISING TECHNICAL SPECIFICATIONS

Banner	320w x 50h
Format	GIF or JPEG
Color mode	RGB
Resolution	72dpi
Weight	Max. 200kB

- Please send the exact URL for the banner to redirect to.
- Advertising on the app will consist of a single location – a banner at the bottom of the screen.

The ad is in a fixed position and will be featured on these locations within the app:
- ▶ News (All, Videos, Popular sections)
- ▶ Diamond search results
- ▶ Inbox (both Inbox and Sent sections)
- ▶ Member search results
- ▶ Upcoming Events

E-NEWSLETTER ADVERTISING
TECHNICAL SPECIFICATIONS

RAPAPORT TRADEWIRE®

Banner	600w x 160h
Square	300w x 300h

Format	GIF, JPEG, PNG
Color mode	RGB
Resolution	72dpi
Weight	Max. 50kB

RAPAPORT NEWSBRIEF

Banner	728w x 90h
Tower	200w x 600h

Format	GIF, JPEG, PNG
Color mode	RGB
Resolution	72dpi
Weight	Max. 50kB

- For animated banners: the first frame of all animated banners must be of your logo or brand message. It must not be blank.
- Please send the exact URL for the banner to redirect to.