

GIRLSLIFE.COM

DIGITAL AD SPECS

GENERAL NOTES

- Submit all ad creative with launch date and click-through URL(s).
- Ad units are served by Google DFP unless otherwise specified.
- All ad units will/must launch a new browser window when clicked.
- GL reserves the right to approve all ad creative and terminate any campaign upon discretion.
- Allow a minimum of three business days lead time for all standard creative launch.

CREATIVE REQUIREMENTS

- Creative must feature a border to clearly distinguish the ad from the content.
- Animated ads may loop for a maximum of 15 seconds.
- If including video, it can be auto-play or user-initiated. Audio is optional, but it must be user-initiated if included.
- Expanding ad units must be user-initiated and include a close button.
- Rich media ads must have an alternate GIF/JPG version of creative.

UNIT	CREATIVE DIMENSIONS	MAX INITIAL FILE SIZE	FILE FORMAT	PLACEMENT
Bullseye	300x250	500 KB	GIF, PNG, JPG, HTML5	Desktop, mobile
Leaderboard	728x90	500 KB	GIF, PNG, JPG, HTML5	Desktop
Mobile leaderboard	320x50	500 KB	GIF, PNG, JPG, HTML5	Mobile

