



Cover Ad Deliverables

Please be sure to also include the click-through URL with your materials.

Deliverables:

Unless otherwise specified, creative is due 7 business days prior to the deployment of your content. If a deployment's creative is not received in its entirety within the requested timeline, *Microwave Journal* may need to move your deployment date in order to comply with the current production schedule.

Please submit all deliverables to mwjdigital@mwjournal.com and CC your MWJ Sales Rep.

Cover (also known as Welcome) Ad Unit:

Cover/welcome ads are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then closes after a set time (about 10 seconds) or click through, so they have to be viewed.

Banner size: 640x480

Formats: gif, animated gif, jpg

File Size: 80k or less

Custom Rich Media:

Please consult your sales rep for custom Rich Media options not addressed in this spec guide as many 3rd party rich media ads can be implemented on mwjournal.com.
