



## Wallpaper Deliverables

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

### Wallpaper Ad Unit:

Wallpaper ads are high impact image ads that display in the space to the left and right sides of the browser window around the web site content. Resolution sizes are based on most common screen resolution sizes of online users (the ads are not limited to serve to these resolution sizes only). For example, if a user's resolution size falls between the resolution sizes of the ad booked below, the smaller resolution size will serve up. Customer needs to only provide 3 images as specified (Microwave Journal scripts will render the proper sized ad image).

**Banner sizes:** 1600x740, 1900x900, 2150x900 pixels

**File format:** gif, jpg, *no animation*

**File size:** 80k or less

Screen Resolution	Actual Image Size	* Ad space available for pages with 1250 pixels of white space between the left & right sides of the wallpaper unit
1600x900, 1680x1050	1600x740	approximately 175 pixels each sides of unit
1920x1080, 1920x1200	1900x900	approximately 325 pixels each sides of unit
2560x1440	2150x900	approximately 450 pixels each sides of unit

***\*Please ensure that there are 1250 pixels of white space between the left & right sides of the wallpaper unit.***

