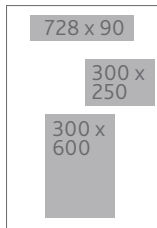


# Website & E-Communication Advertising Specifications

General information and guidelines are listed below. Please contact your Sales Representative for ad placement, detailed specifications, and materials submission guidelines on all online advertising options.

Leaderboard  
728 x 90  
Medium  
Rectangle  
300 x 250  
Interstitial  
300 x 600



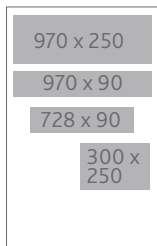
## **Neurology® • Neurology® Genetics • Neurology® Neuroimmunology & Neuroinflammation • Neurology® Clinical Practice • Neurology Today® • Neurology® Education • AAN.com Website Banner Advertising**

- Standard, rich media and third party tags accepted. All rich media must be third-party served.
- Maximum file size (GIF, JPG): 200k.
- Materials must be received 10 business days prior to start date.

### **Website Banner Ad Sizes**

Leaderboard: 728 x 90 pixels positioned at top of page; 300 x 50 pixels mobile size.  
Medium Rectangle: 300 x 250 pixels positioned on the right side of the page.  
Interstitial: 300 x 600 pixels, 5 second time limit (Not available on AAN.com)

Leaderboard  
970 x 250  
970 x 90  
728 x 90  
Medium  
Rectangle  
300 x 250



## **Brain & Life® Website Banner Advertising**

- Standard, rich media and third party tags accepted. All rich media must be third-party served.
- Maximum file size (GIF, JPG): 250k.
- Materials must be received 10 business days prior to start date.

### **Website Banner Ad Sizes**

Leaderboard Options: 728 x 90 pixels, 970 x 250 pixels, 970 x 90 pixels and 300 x 50 pixels  
Medium Rectangle: 300 x 250 pixels  
Also accepted: 160 x 600 pixels and 300 x 600 pixels

Medium  
Rectangle  
300 x 250



## **Neurology® • Neurology® Genetics • Neurology® Neuroimmunology & Neuroinflammation • Neurology® Clinical Practice e-TOC Banner Advertising**

- Medium Rectangle: 300 x 250 pixels
- Static GIF or JPG and URL link
- Maximum file size: 40k. URL link must be supplied with ad materials.
- iFrames, Tags, and Javascript not accepted.

## **Neurology Today® e-TOC Banner Advertising • Brain & Life® eNews Sponsorships**

- Medium Rectangle: 300 x 250 pixels (Two ad positions available)
- Static GIF or JPG and URL link
- Maximum file size: 40k. URL link must be supplied with ad materials.
- iFrames, Tags, and Javascript not accepted.

## **Brain & Life® Issue eAlert Banner Advertising**

- Medium Rectangle: 300 x 250 pixels
- Static GIF, JPG or PNG and URL link
- Maximum file size: 40k. URL link must be supplied with ad materials.
- iFrames, Tags, and Javascript not accepted.