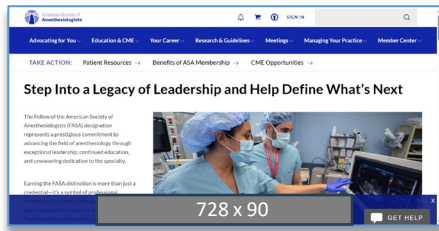


Online & Email Advertising Specifications



ASAHQ.org website

MECHANICAL SPECIFICATIONS

Bottom Sticky 728x90 pixels 100KB limit

ASA Publications website

MECHANICAL SPECIFICATIONS

Leaderboard 728x90 pixels 100KB limit

Anesthesiology, ASA Monitor, and Anesthesiology Open websites

MECHANICAL SPECIFICATIONS

Leaderboard 728x90 pixels 100KB limit
Medium Rectangle 300x250 pixels 100KB limit

ACCEPTABLE AD FORMATS

JPEG, GIF, ANIMATED GIF

Rich Media - including HTML5 - must be 3rd Party Served and supplied as Javascript tags or Double Click Internal Redirect tags. 15 second maximum animation length.

Pop-ups, pop-unders, above-page or floating and between-layer units are not accepted.

ASAP Weekly Newsletter, ASA Monitor Today, ASA Monitor Insights, and ASA Monitor News Now

MECHANICAL SPECIFICATIONS

Medium Rectangle 300x250 pixels 50KB limit

Anesthesiology eTOC, ASA Monitor eTOC, and Anesthesiology Open eTOC

MECHANICAL SPECIFICATIONS

Medium Rectangle 300x250 pixels 50KB limit

REQUIRED FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.

