

REAL SIMPLE Online Ad Specs

Ad Product + Dimensions	Ad Expand Direction + Area	File Size	Format
300X250 (MEDIUM RECTANGLE)	Dynamic 500x500	HTML5: Initial-200k, Polite-2mb; Other: Initial-40k, Polite-100k	HTML5 (Third Party Only), GIF, JPG, PNG, SWF (not recommended), Third Party; Rich Media: Third Party Only
728X90 (LEADERBOARD)	Down 728x270		
300X600	Dynamic 500x600	HTML5: Initial-200k, Polite-2mb; Other: Initial-60k, Polite-110k	
970X250 (BILLBOARD)			
970X90			
970X66			
320X50		Initial-50k, Polite-200k	
480X100 (NATIVE)		8.375" x 3"	Built InHouse

Secure

As of January 1st, 2017 all assets are required to be Secure.

Tracking

All Standard/Rich Media ad products listed above support:

- 3rd Party 1x1 impression tracking (Not including Newsletter Ad Placements)
- 3rd Party click tracking via click command URLs

For Complete Online Specs

direct2time.com/online/