



Acceptable File Formats

- .gif
- Animated .gif
 - Maximum Frames/Resolutions: 5/4
- .jpg
- .png
- Flash .swf
 - Maximum Play Time: 45 seconds

Unacceptable File Formats

- .doc
- .pdf
- .eps
- .tif
- .mov
- .wmv

Resolution Recommendations

The preferred file resolution is web-optimized 72 dpi. High-resolution graphics may be down-sampled to ensure that images load quickly.

Size and Placement Options

The following placement options are available for all Pinnacle sites (individual customers may choose to restrict the locations available for paid advertisements):

Theme 1 Ads		
Ad Name	Size (Pixels)	Placement
Left Banner	468 x 60	Appears at the top left of every page
Right Banner	468 x 60	Appears at the top right of every page
Home Tower	160 x 600	Appears on the right-hand side of the home page, above the fold
Home Tile 1	180 x 150	Appears on the left-hand side of the home page, above the fold
Home Tile 2	180 x 150	Appears on the left-hand side of the home page, below the fold
Home Tile 3	180 x 150	Appears on the left-hand side of the home page, below the fold
Journal Tile 1	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table of contents) page, above the fold
Journal Tile 2	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table of contents), below the fold
Article Tile 1	180 x 150	Appears on the left-hand side of the article (full-text) page, below the fold
Article Tile 2	180 x 150	Appears on the left-hand side of the article (full-text) page, below the fold
Article Tile 3	180 x 150	Appears on the left-hand side of the article (full-text) page, below the fold

Theme 2 Ads		
Ad Name	Size (Pixels)	Placement
Left Banner	468 x 60	Appears at the top left of every page
Right Banner	238 x 60	Appears at the top right of every page
Home Tower	160 x 600	Appears on the left-hand side of the home page, below the fold
Home Tile 1	180 x 150	Appears on the left-hand side of the home page, above the fold
Home Tile 2	180 x 150	Appears on the right-hand side of the home page, above the fold
Home Tile 3	180 x 150	Appears on the right-hand side of the home page, below the fold
Journal Tile 1	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 2	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 3	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 4	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 5	180 x 150	Appears on the left-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 6	180 x 150	Appears on the right-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 7	180 x 150	Appears on the right-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Journal Tile 8	180 x 150	Appears on the right-hand side of the journal (archives) page and issue (table or contents) page, below the fold
Article Tile 1	180 x 150	Appears on the left-hand side of the article (full text) page, below the fold
Article Tile 2	180 x 150	Appears on the left-hand side of the article (full text) page, below the fold
Article Tile 3	180 x 150	Appears on the right-hand side of the article (full text) page, below the fold
Article Tile 4	180 x 150	Appears on the right-hand side of the article (full text) page, below the fold

Mobile Ads ¹		
Ad Name	Size (Pixels)	Placement
Mobile-Article Abstract Page	640 x 96	Appears at the top of the article abstract page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Article Full Text Page	640 x 96	Appears at the top of the article full text page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Books List Home Page ²	640 x 96	Appears at the top of the book list page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Chapter Abstract Page ²	640 x 96	Appears at the top of the chapter abstract page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Chapter Full Text Page ²	640 x 96	Appears at the top of the chapter full text page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Favorites List Home Page	640 x 96	Appears at the top of the favorites page - between Mobile-General High Location and Mobile-General Low Location

Mobile Ads ¹ <i>continued</i>		
Ad Name	Size (Pixels)	Placement
Mobile-General High Location ³	640 x 96	Appears at the top of every page - above Mobile-General Low Location
Mobile-General Low Location	640 x 96	Appears at the top of every page - below Mobile-General High Location
Mobile-Home Page	640 x 96	Appears at the top of the home page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Journals and Series List Home Page ²	640 x 96	Appears at the top of the journals and books page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Journals List Home Page	640 x 96	Appears at the top of the journals list page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Latest Feed Page	640 x 96	Appears at the top of the latest page - between Mobile-General High Location and Mobile-General Low Location
Mobile-LOI Page	640 x 96	Appears at the top of the list of issues page - between Mobile-General High Location and Mobile-General Low Location
Mobile-Series List Home Page ²	640 x 96	Appears at the top of the books page - between Mobile-General High Location and Mobile-General Low Location
Mobile-TOC Page	640 x 96	Appears at the top of the table of contents page - between Mobile-General High Location and Mobile-General Low Location

¹ Mobile ads will be automatically sized according to the end-user's device size/orientation.

² This advertising space is available only if Pinnacle site hosts both journal and book content.

³ This advertising space is typically used for customer branding.

Advanced Advertising Options

Schedule Options

- Ads may be set to display for a specified date range
- Ads may be set to display on specified days of the week
- Ads may be set to display during a specified time of day (hourly)
- Ads may be restricted to a maximum number of impressions for the lifetime of the ad or for a single session

User Options

Ads may be targeted to appear to the following groups:

- Individual subscribers
- Institutional subscribers
- Members (provided a distinction is made in the subscription data identifying members and subscribers)
- Registered users who are non-subscribers
- Non-registered users

Priority Options

Multiple advertisements may be purchased for the same location:

- Ads may be rotated for even exposure
- Ads may be given more “weight” or priority in a given location