

Mother Jones

MEDIA KIT

Mother Jones accepts a variety of standard IAB ad units in both static and rich media formats. Please contact us for specifications and requirements.

INTERSTITIAL

Pixels: 640w x 480h

Format: JPG, PNG, GIF, Flash, Rich Media. Please include a static GIF with all flash creatives.

Maximum initial download file weight: 100K

Interstitial page displays for 15 seconds between 1st and 2nd page of user's visit to the site. Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.

Note: All Flash creatives must be modified by the client to enable click-through tracking.

PUSHDOWN

Pixels closed: 970w x 90h

Pixels opened: 970w x 415h

Format: Rich Media. Currently tested to work with Unicast. Other Rich Media types require additional testing time.

Maximum initial download file weight: 60K

SITE SKIN

Pixels: 1280w x 1024h background image for site homepage

Note: Only first 150 pixels from the top will be clickable. Beneath the first 150 pixels, website content will display over the center 990 pixels.

Format: JPG, PNG, GIF

Maximum download file weight: 100K

POPUNDER

Pixels: 720w x 300h

Format: JPG, PNG, GIF, Flash. Please include a static GIF with all Flash creatives.

Maximum initial download file weight: 40K.

Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.

Note: All Flash creatives must be modified by the client to enable click-through tracking.

Rich Media Types Accepted

Mother Jones' ad server is provided by 24/7 Real Media's OAS and can support most rich media ad types including Ad4Ever, Atlas, BlueStreak, DART, DHTML, Enliven, Eyeblaster, Eye-wonder, Flash, HTML, JavaScript, Pointroll, Shockwave, Shoshkeles, Zedo. We accept rich media video ads that run a maximum of 15 seconds.

Sound, Expandables, Pop and Overlay Ads

Sound may only be initiated by a user's click; no ad may default to "Sound On" or initiate sound upon rollover without prior review and consent of Mother Jones. Expandable ads, though generally permitted, may be subject to review and possible suspension depending upon placement and interaction with Mother Jones' content. Check with your Mother Jones ad sales representative prior to running expandable ads. No pop or overlay ads are permitted without prior review and consent of a Mother Jones ad sales representative.