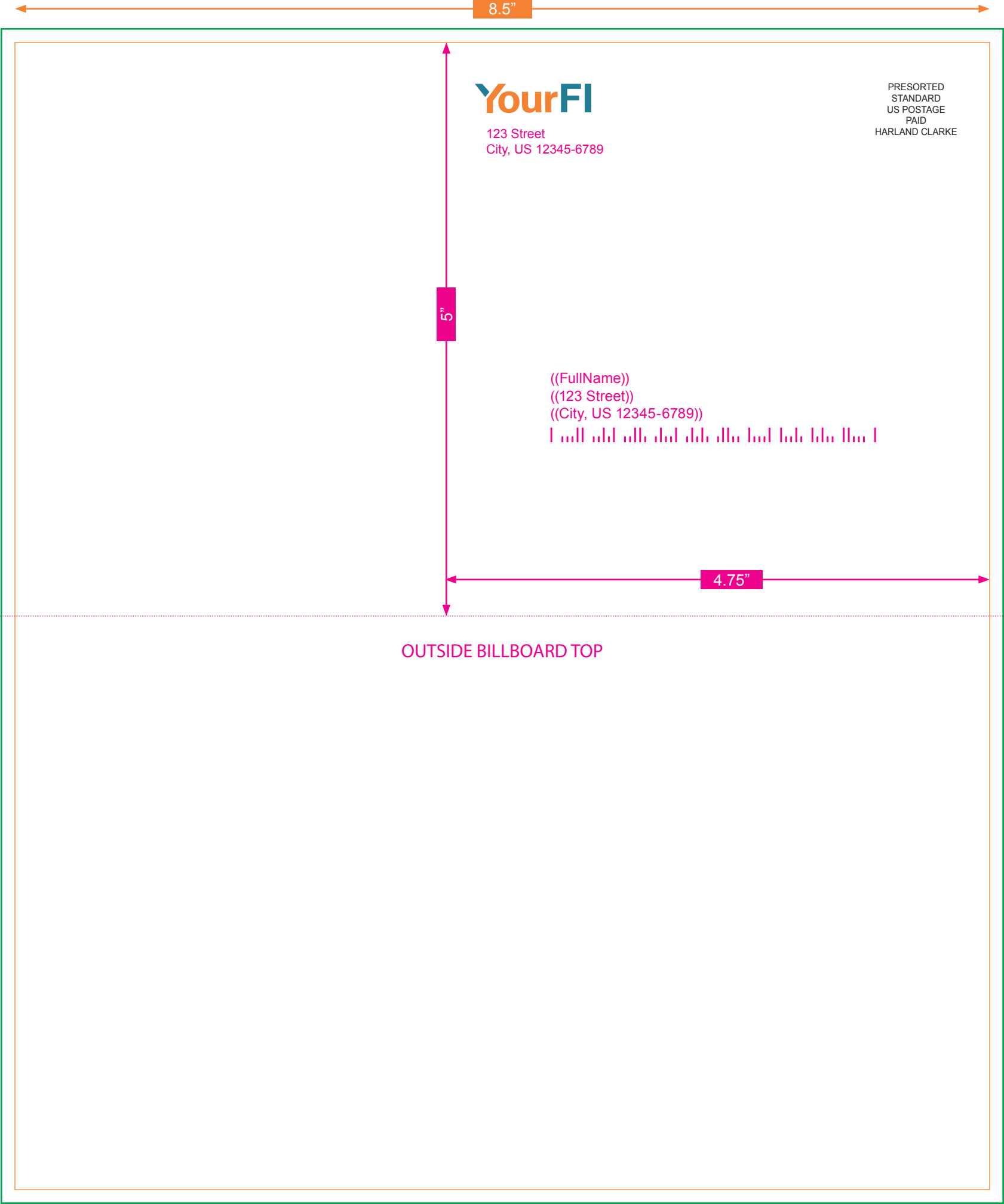


DHA Self-Mailer

Trim Size: 8.5" x 10"  
Size w/Bleed: 8.625" x 5.25"  
Folded Size: 8.5"x 5"



DHA Self-Mailer

Trim Size: 8.5" x 10"

Size w/Bleed: 8.625" x 5.25"

Folded Size: 8.5"x 5"

8.5"

INSIDE

5"

5"

FOLD

DHA 11"x6" Postcard Trim Size: 11" x 6"  
Size w/Bleed: 11.25" x 6.25"

11"

6"

Front of Postcard

Bleed Line  
Trim Line

DHA 11"x6" Postcard Trim Size: 11" x 6"  
Size w/Bleed: 11.25" x 6.25"

11"

6"

Back of Postcard

Bleed Line  
Trim Line

**YourFI**

123 Street  
City, US 12345-6789

PRESORTED  
STANDARD  
US POSTAGE  
PAID  
HARLAND CLARKE

((FullName))  
((123 Street))  
((City, US 12345-6789))



2.75"

4.75"

No Artwork in Mail Panel Area

DHA 9"x4" Postcard    Trim Size: 9" x 4"  
Size w/Bleed: 9.25" x 4.25"



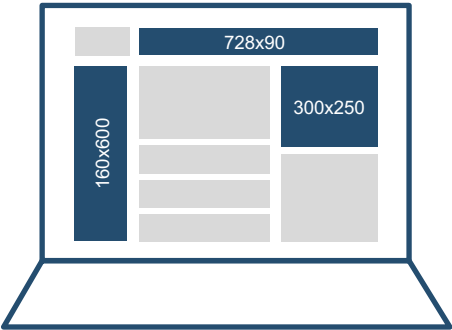
DHA 9"x4" Postcard    Trim Size: 9" x 4"  
Size w/Bleed: 9.25" x 4.25"



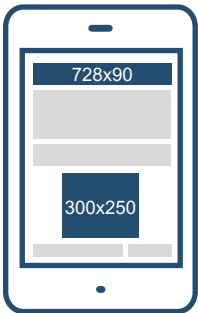
# Display Ad Specs

## DESKTOP + LAPTOP + TABLET + MOBILE

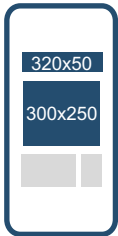
A display ad is an ad unit that can be either static or animated. It is placed within a publisher's specified ad content area based on our clients' targeting criteria and our programmatic buying process.



Desktop/Laptop



Tablet



Mobile

Ad Unit	Device	Size
Skyscraper	Desktop, Laptop	160x600
Medium Rectangle	Desktop, Laptop, Tablet, Mobile	300x250
Leaderboard	Desktop, Laptop, Tablet	728x90
Banner	Mobile	320x50

## Static/Animated GIF Banners

File Types Accepted	Max Loops	Max Animation Length
jpg png gif	3	:15

### Max File Size

- Desktop/Laptop/Tablet: 50 KB
- Mobile: 40 KB

## Desktop HTML5 Assets

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Loops	Max Animation Length	Max Frames Per Second
HTML5	150 KB	300 KB	2.2 MB	3	:15	24

## Mobile HTML5 Assets

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Loops	Max Animation Length	Max Frames Per Second
HTML5	50 KB	100 KB	200 KB	3	:15	24

### Hosting

- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)



- All third-party tags must be SSL-compliant
- Static backup images (jpeg or png format) are required for all HTML5 files
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object