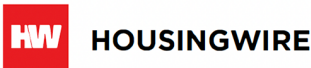




# DIGITAL AD SPECIFICATIONS

Questions? Reach out to our advertising operations team at [adops@housingwire.com](mailto:adops@housingwire.com)



| Ad Size  | 970x250 | 728x90 | 320x50 | 300x250 | 300x600 | Audience Extension |
|--|---------|--------|--------|---------|---------|--------------------|
| <b>HOUSINGWIRE.COM</b>   |         |        |        |         |         |                    |
| Run of Premium   | X       |        | X      |         | X       | X                  |
| Run of Site  |         | X      | X      | X       |         | X                  |
| Category / Keyword Targeting   | X       | X      | X      | X       | X       | X                  |
| <b>HOUSINGWIRE NEWSLETTERS</b>   |         |        |        |         |         |                    |
| Leaderboard / Banner   | X       |        |        |         |         |                    |
| Text Ad: Headline (70 characters max), Body (250 characters max), CTA (20 characters max)                                      |         |        |        |         |         |                    |
| Hero Text Ad: Headline (50 characters max), Body (300 characters - can include up to 3 bullet points), CTA (20 characters max) |         |        |        |         |         |                    |
| <b>AUDIENCE EXTENSION AND PROGRAMMATIC CUSTOM AUDIENCES</b>  |         |        |        |         |         |                    |
| Required Ad Sizes  | X       | X      | X      | X       | X       |                    |
| <b>VIDEO</b>   |         |        |        |         |         |                    |
| Pre-Roll: 15 seconds max, MP4 format   |         |        |        |         |         |                    |
| Sponsored Video: 2-3 minutes, MP4 format, max resolution 1920x1080 pixels  |         |        |        |         |         |                    |



| Ad Size  | 480x60  | 180x150 | 665x104 | 336x280 |
|--|---------|---------|---------|---------|
| <b>REVERSE MORTGAGE DAILY NEWSLETTER</b>           |         |         |         |         |
| A  | X       |         |         |         |
| B, C, D, E, F, G, H                                |         | X       |         |         |
| I  | X       |         |         |         |
| J  |         |         | X       |         |
| K  |         |         |         | X       |
| <b>REVERSEMORTGAGEDAILY.COM DESKTOP</b>            |         |         |         |         |
| Ad Size  | 300x250 | 320x50  | 728x90  |         |
| A  |         | X       | X       |         |
| B  |         | X       | X       |         |
| C, D, E, G, H                                      | X       |         |         |         |
| F  |         | X       | X       |         |
| Branded Module                                     |         |         |         |         |
| Footer   |         |         |         |         |
| Native: Logo (50x20), Headline (10 characters max) |         |         |         |         |

## SUBMISSION METHODS

- Please submit all ad materials through HW Media's ad client portal: [HW.SendMyAd.com](http://HW.SendMyAd.com)

- All ads are due 5 business days prior to the scheduled campaign start date.

## FILE FORMATS

- JPG, GIF, PNG or 3rd Party Tags (\*tags are not accepted in any newsletters)
- Flash Files (SWF) are not accepted.
- Animated GIFs must have a 30 second maximum animation cycle and not loop more than twice.
- A maximum of 2 ad concepts can run at the same time.
- Maximum File Size: 150 KB
- 72 DPI Required

## PRODUCTION REQUIREMENTS

- Creative with a white background must have a minimum of a 1-pixel border (black or dark color) to differentiate ad from editorial content.
- Javascript and/or Flash functions (mouse over, etc.) are not permitted or available.
- URL must click through to a landing page and cannot open to a PDF.
- Minimum font size is 8 pt



| Ad Size  | 970x250 | 320x50 | 300x600 |
|--|---------|--------|---------|
| <b>REALTRENDS.COM</b>  |         |        |         |
| Run of Site  | X       | X      | X       |
| <b>REALTRENDS NEWSLETTERS</b>  |         |        |         |
| Leaderboard / Banner   | X       |        |         |
| Hero Text Ad: Headline (50 characters max), Body (300 characters - can include up to 3 bullet points), CTA (20 characters max) |         |        |         |