



2024 DIGITAL AD SPECIFICATIONS

Questions? Reach out to our advertising operations team at adops@housingwire.com

DISPLAY ADVERTISING

Placement	Ad Size(s)	Max File Size	dpi	Formats Accepted	Animation
Run of Premium	970x250 300x600 320x50	<150KB	72	JPG/GIF/PNG/HTML5/3rd Party Tags	Max 30 seconds & may not loop more than two times
Run of Site	728x90 300x250 320x50	<150KB	72	JPG/GIF/PNG/HTML5/3rd Party Tags	Max 30 seconds & may not loop more than two times
Category Targeting	970x250 728x90 300x600 300x250 320x50	<150KB	72	JPG/GIF/PNG/HTML5/3rd Party Tags	Max 30 seconds & may not loop more than two times
Programmatic	970x250 728x90 300x600 300x250 320x50	<150KB	72	JPG/GIF/PNG/HTML5/3rd Party Tags	Max 30 seconds & may not loop more than two times
RT Rankings Programs (Agent/Teams/Brokerage)	970x250 728x90 320x50	<150KB	72	JPG/GIF/PNG/HTML5/3rd Party Tags	Max 30 seconds & may not loop more than two times

Other Requirements:

*A maximum of two ad sets per placement can be provided

*Minimum font size should be no smaller than 10 pt

NEWSLETTER ADVERTISING

Includes HousingWire Daily Update, RealTrends Daily Update, Reverse Mortgage Daily, LendingLife, HW+ Digest, AppraisedValue, ClosingTime, DataDigest, HousingStack & Mortgage Rates

Placement	Ad Size(s)	Max File Size	dpi	Formats Accepted	Animation
Leaderboard	970x250	<150KB	72	JPG/GIF/PNG/HTML5	Max 30 seconds & may not loop more than two times
Hero Text Ad	Headline: 50 characters [incl spaces] Body: 300 characters [incl spaces] CTA: 20 characters [incl spaces]	N/A	N/A	Text Only	N/A
Text Ad	Headline: 70 characters [incl spaces] Body: 250 characters [incl spaces] CTA: 20 characters [incl spaces]	N/A	N/A	Text Only	N/A
Banner	970x250	<150KB	72	JPG/GIF/PNG/HTML5	Max 30 seconds & may not loop more than two times

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