

Online Ad Specs 2013

MIT Technology Review offers banner advertising as Run of Site (ROS) as well as targeted topic channels including Biomedicine, Business, Communications, Computing, Energy, and Web

| Ad Types | Dimensions | Expansion Dimensions | Direction | Initial Load | Max File Size | Looping | Rich Media |
|-------------------|-----------------|----------------------|-----------|--------------|---------------|----------|------------|
| Leaderboard | 728x90 | 728x180 | Down | 40 KB | 45 KB | 3 Cycles | Yes |
| Medium Rectangle | 300x250 | 600x250 | Left | 40 KB | 45 KB | 3 Cycles | Yes |
| Filmstrip | 300x600 | 600x600 | Left | 40 KB | 45 KB | 3 Cycles | Yes |
| Wide Skyscraper | 160x600 | 320x600 | Left | 40 KB | 45 KB | 3 Cycles | Yes |
| Portrait | 300x1050 | 580x460 | Left | 80 KB | 85 KB | 3 Cycles | Yes |
| Pushdown | 970x90 | 970x415 | Down | 60 KB | 65 KB | 3 Cycles | Yes |
| Sidekick | 300x250/300x600 | 850x550 | Right | 60 KB | 65 KB | 3 Cycles | Yes |
| Slider | 950x90 | 950x550 | Right | 60 KB | 65 KB | 3 Cycles | Yes |
| Billboard | 970x250 | N/A | N/A | 60 KB | 65 KB | 3 Cycles | Yes |
| Super Leaderboard | 1020x90 | N/A | N/A | 40 KB | 45 KB | 3 Cycles | Yes |
| Welcome AD | 640x480 | N/A | N/A | 60KB | 80 KB | N/A | Yes |
| Video Pre-roll | 320x240 | N/A | N/A | 30KB | 40 KB | 1 Cycle | Yes |

Third Party Ad Tags:

MIT Technology Review serves ads using DART for publishers. Please submit DFA Internal Redirect for all site placements, if ads are served through DoubleClick.

For all other ad tag units, please supply JavaScript tags or .swf files accompanied by a .gif/.jpg and click thru URL.

Rich Media Accepted by MIT Technology Review:

- DoubleClick Rich Media
- Eyeblaster
- Eyewonder
- Pointroll
- Interpoll
- Mediaplex
- Atlas

Rollover/Click Expansion:

- Ad must expand upon mouse over or click to expand button.
- Ad must retract upon mouse off or clicking on close button.
- Any sound must be user-initiated by click, not mouse over.

Newsletters / Business Reports 2013

Daily and Weekly Newsletters

MIT Technology Review articles and targeted advertisements are delivered directly to the in boxes of over 150,000 highly sought after senior level executives.

Emerging Technologies Update:

- Delivered [daily](#) Monday through Friday

Emerging Technologies Update:

- Monday: [Energy](#) and [Communications](#)
- Tuesday: [Biomedicine](#)
- Wednesday: [Web](#)
- Thursday: [Computing](#)
- Friday: [Business](#)

Display Units

| Dimensions | Max File Size |
|------------|-------------------|
| 728 x 90 | 40KB |
| 300 x 250 | 40KB |
| Text Ad | 128 Character Max |

* Please note: only.gif/.jpg files are acceptable for Newsletters. **We do not accept flash or ad tags.**

Bi-Monthly Business Reports

MIT Technology Review [Business Reports](#) are digital packages of insightful articles as well as photos, graphics, sponsored video, and interactive discussion built around a "big idea unleashed", that is both bold and essential to our readers.

Advertisers enjoy an exclusive sponsorship of the report and four inclusions into the Weekly Business Newsletter.

Ad Types

| | Dimensions | Expansion Dimensions | Positioning | Direction | Initial Load | Max File Size | Looping | Rich Media |
|------------------|----------------------------|----------------------|--|------------------|--------------|---------------|------------------|------------------|
| Leaderboard | 728x90 | 728x180 | Top, bottom | Down | 40KB | 45KB | 3 Cycles | Yes |
| Medium Rectangle | 300x250 | 600x250 | 2 positions, right side of pages | Left | 40KB | 45KB | 3 Cycles | Yes |
| Filmstrip | 300x600 or 160 x 600 | 600x600 | Right side of page | Left | 40KB | 45KB | 3 Cycles | Yes |
| Homepage Logo | 88 x 31 | 320x600 | Home Page, Special Report Home Page, Report Main Page | //////////////// | 10KB | 15KB | //////////////// | //////////////// |

T2S Podcast / Video 2013

Text to Speech (T2S) Podcast

Text to Speech (T2S) technology allows readers to download technologyreview.com articles into podcasts that can be streamed from the website or downloaded to an MP3 player.

- Advertisers receive a 15 second bumper at the beginning of the MP3 files, and 5 seconds at end
- Co-branded ROS banner impressions

Ad Types

| | Max File Size | File Type |
|--------------------------------|------------------------------------|---------------------------|
| Text Ad: Main Sponsor Message | 15 sec / 240 characters (60 words) | Text File / Word Document |
| Text Ad: End Cap | 5 sec / 85 characters (20 words) | 600x250 |
| Radio Ad: Main Sponsor Message | 15 sec | .wav / mp3 FileRadio |
| Ad End Cap | 5 sec | .wav / mp3 FileRadio |

Video Pre-roll

MIT Technology Review offers award winning videos that give our audience direct access to emerging technologies and the innovators who create them.

Ad Types

| | Dimensions | Expansion Dimensions | Direction | Initial Load | Max File Size | Looping | Rich Media |
|------------------|------------|----------------------|------------|--------------|--|----------|------------|
| Leaderboard | 728x90 | 728x180 | Down | 40KB | 45KB | 3 Cycles | Yes |
| Medium Rectangle | 300x250 | 600x250 | Left | 40KB | 45KB | 3 Cycles | Yes |
| 15 sec pre-roll | 320 x 240 | ////////// | ////////// | 30KB | 300K for streaming video file. Brightcove player | 3 Cycles | Yes |

Mobile / RSS 2013

Mobile Platform Advertising

MIT Technology Review offers advertisers the ability to target a variety of mobile devices

- Advertisers receive a 15 second bumper at the beginning of the MP3 files, and 5 seconds at end
- Co-branded ROS banner impressions

Ad Types

| | Dimensions | Initial Load | Max File Size | Rich Media |
|--------------------------------------|------------|--------------|---------------|------------|
| Leaderboard | 728x90 | 40KB | 45KB | Yes |
| Medium Rectangle | 300x250 | 40KB | 45KB | Yes |
| Full Page Interstitial (tablet only) | 960 x 1280 | 80KB | 85KB | Yes |
| Full Page Interstitial (mobile only) | 940 x 960 | 80KB | 85KB | Yes |
| 15 second pre-roll | 320 x 50 | 40KB | 45KB | Yes |

RSS Feeds

MIT Technology Review offers RSS feeds to a 100% opt-in engaged audience that highly anticipates the arrival of new articles – from a publisher it trusts.

Ad Types

| | Dimensions | Max File Size |
|----------------|---|---------------|
| Banner | 468 x 60 or 300 x 250 | 40KB |
| Text Ad | Heading: 63 Characters; Body: 300 Characters; Display URL: 50 Characters | ////////// |
| Text + Logo Ad | Headline: 46 Characters; Body: 300 Characters; Display URL: 50 Characters; Logo: 80 x 60 | 80KB |