



Ad Specifications

Online Ad Banner Sizes:

- 728x90 (Leader board)
- 300x250 (Med. Rectangle)
- 180x150 (Sm. Rec.)
- 320x50 (Mobile Leader Board)

Please provide a static (or animated) GIF or JPEG banner; or see below for Rich Media options

Ad File Sizes: Banner Ad materials hosted by Microgrid Knowledge have a max size of 50k

(Ad materials served through a third party vendor may have a max size limit of 95k)

3rd Party Ad Tags: Are accepted. 3rd Party ad tags can only drop a cookie after the user has clicked on the ad...
impression/view based cookies are not permitted.

Animation / Looping: Maximum number of loops = 3

- Time = 15 Seconds

Alternative text: 60 Characters

Microgrid Knowledge uses a responsive web site design, which responds to the size of the screen for each visitor.

Here is how the banner zones change relative to popular devices.

<u>PC/Laptop/Tablet</u>	<u>Smart Phone</u>
728x90 Leader Board	320x50 Mini Leader
300x250 Med. Rec.	180x150 Sm. Rec.
180x150 Sm. Rec.	180x150 Sm. Rec.

Mobile access is on the rise...optimize your ad campaign with mobile ad creative.

Optional Rich Media Instructions:

- Accepts all Rich Media creative for all ad units.
- Video – Can start with ad launch
 - Pre-roll – 30 second max
 - User initiated video has no time limits, but, must turn off with click or when rolled off of.
- Sound – Must be user initiated by click and have a button to turn off sound
- Expanding banner creative – Must be user initiated by click or mouse over
 - 300x250 (Rectangle) - Expands Left, max size 600x250
 - 728x90 (Leader board) Expands Bottom, max size 728x225
- HTML5
 - Initial load 100k Desktop / Tablet
 - 80k for Mobile ad units
 - Please send back up gif image at 40k for older browsers

Materials Due Date: Please send 3 business days before campaign launch date for scheduling and QA

Newsletter Ad Sizes:

- 300x250 (Rectangle)
- 180x150 (banner)

File Sizes: Newsletter Ad materials have a max size of 20K

Format: Static Image Files Only

- GIF; JPEG

Looping: None – Due to email SPAM filters the newsletters ads must be static images

Alt text: Headline 50 characters or less

Due Date: Please allow 3 business days before mailing date.

Featured White Paper Postings:

- Provide PDF file, or link to PDF

Due Date: Please allow 3 business days before live date.

Send Ad Materials to:

Veronica@EnergyEfficiencyMarkets.com

Phone: 508-259-8570

Tracking: Microgrid Knowledge tracks click-through and bills impressions on all advertisements through Dart for Publishers, and provides the advertiser with periodic reports.