

DISPLAY AD UNITS (AND BACK-UP FLASH AD UNITS)

Product	Dimensions	Placement	File Format	Maximum File Size	Rich Media Accepted	Audio Initiation	Video Initiation	Video Duration	Ad Serving Method
Leaderboard	728x90	Top of page	GIF, JPG, PNG SWF (rich media)	40k 40k (rich media)	Yes	User-Initiated by click	In banner only User-Initiated by click	Up to 30 seconds (4 loop maximum)	3rd party or site served
Skyscraper	160x600	Left rail							
Medium Rectangle	300x250	Right rail							
Half Page	300x600	Right rail	GIF, JPG, PNG SWF (rich media)	40k 50k (rich media)	No	n/a	n/a	n/a	3rd party or site served
Broker Center	170x40	Top of page	GIF, JPG, PNG	10k	No	n/a	n/a	n/a	3rd party or site served
Databoard Sponsorship	88x31	Below Databoard	GIF (Static only), JPG, PNG	10k	No	n/a	n/a	n/a	3rd party or site served
Alt & Title Tags	Standard Tags needed for "Title Attribute" pop-up feature. 24 Character limit (including spaces) Please include advertiser name in copy.								

MOBILE (IPHONE, ANDROID, IPAD, TABLET)*

Product	Device	Format	Size	Max File Size	Rich Media Accepted	Ad Serving Method
Mobile Display Ad	Phone	GIF, JPG, PNG	320x50 (or 300x50)	15k	no	3rd Party or Site Served
Mobile Pathway	Phone / App	Text Only	8-10 words max (hyperlink)	n/a	no	Site Served
Tablet Display Ad	iPad / Tablets	GIF, JPG, PNG HTML5	Tablet advertising use the same specs as non-mobile ads with the exception that SWF files are not accepted. Please supply back-up JPG, PNG or GIFs for ad units that are served to tablets.			3rd Party or Site Served

RICH MEDIA AND FLASH SWF FILES*

Size	Max File Size	Polite Download**	Frame Rate	Expandable Size	Expandable Action	Hot Spot %	Video Accepted
728x90	40k	3rd Party Tags Only 100k polite download & up to 3 subsequent loads of 50k each (250k total)	15-18 fps preferred 24 fps accepted provided file size does not exceed maximum file size	728x315 Expands Down	User Initiated Click (button located in any of the 4 corners)	10-100%	In Banner Video Only User Initiated, Muted at start
160x600	40k			600x600 Expands Right			
300x250	40k			600x250 Expands Left			
300x600	50k			600x600 Expands Left			

*All SWF files must have back-up JPG files for non-Flash platforms (see display ad specs). ActionScript 2 and 3 are accepted. Please publish SWF file no higher than Flash Player 10.1

**Polite downloading technology is a method for displaying a small sized file whilst a larger one downloads, automatically displaying on completion of download. This ensures that there is no blank ad spot whilst the larger file downloads and allows advertisers to create in depth ads above and beyond the standard offerings.

Please note: Seeking Alpha does NOT accept Sensationalist Ads, Pop-ups, or Pre-Roll Videos!

Integrated Products (must be approved by Seeking Alpha Editorial which takes 3-5 business days)

Product	Placement	Unit Title	Primary Text (static or hyperlinked)	Additional Information	Ad Serving Method
ETF Movers	Fixed: Home page (top-right)	"ETF Movers"	34 viewable characters (no external links) (additional characters hidden by ellipses)	n/a	site served
ETF Resource Center	Fixed: ETF article pages, right rail	"ETF Resources"	12 minimum up to 44 maximum	1 per advertiser (up to 5 advertisers in unit)	3rd party or site served
FundWords	300x250 bottom	(variable, by fund class)	36 characters (fund name) 40 characters total	3 hyperlinks chosen from a preapproved list	3rd party or site served
Mobile Pathway	(see mobile section on page 1)				site served
Custom Resource Center	(Collaborative approach: Seeking Alpha creates unit based on client's objective then submits to client for approval.)				3rd party or site served
Custom Thought Leadership	(Collaborative approach: Seeking Alpha creates unit based on client's objective then submits to client for approval.)				3rd party or site served
Income Alternatives	(Collaborative approach: Seeking Alpha creates unit based on client's objective then submits to client for approval.)				3rd party or site served

IMPORTANT NOTE: All character counts include spaces.

***** IMPORTANT NOTE *****

Implementation time for ALL Custom Integrated Units are 3-5 business days and must be approved by Seeking Alpha Editorial before unit development.