

# MTA e-journal Advertising specifications

## Full Banner: 468x60



**File Size:** 20 KB maximum for Flash or HTML. 15 KB maximum for GIF or JPEG

**Pixel Size:** 468 pixels wide x 60 pixels high

**Formats:** Animated GIF, JPEG, Flash, HTML

## Tower Banner: 120x400



**File Size:** 30 KB max Flash/HTML  
20 KB max GIF/JPEG

**Pixel Size:** 120 wide x 400 high

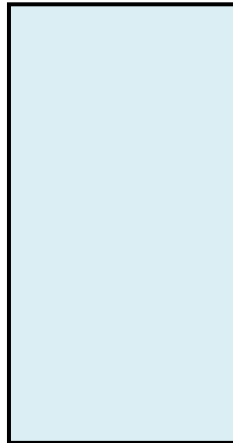
## Banner: 200x75



**File Size:** 20 KB maximum Flash/HTML  
20 KB maximum GIF/JPEG

**Pixel Size:** 200 wide x 75 high

## Vertical Banner: 120x240



**File Size:** 25 KB max Flash/HTML  
20 KB max GIF/JPEG

**Pixel Size:** 120 wide x 240 high