

Ad Unit Specifications		Accepted Formats	Image File Size	Animation Duration	Video File Size	Text	Subject Line	Available Templates
Dimensions (WxH in pixels)								
Standard Ad								
Desktop	Billboard Canvas (1068)	1068 x 250 / 970 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
	Super Banner	728 x 90	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
	Half Page	300 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
	For Cosmopolitan only: Skyscrapers (x2)	160 x 600	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page
Native Ad								
Native Ad	(EL) 292 (w) x 196 (h) (HB) 768 (w) x 412 (h) (CM) 280 (w) x 350 (h)	Image: GIF, JPG, PNG (3 sets) 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space		Channel Homepage Article Page
Standard Ad								
	Large Rectangle	336 x 280	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page

Mobile	Medium Rectangle	300 x 250	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Homepage Channel Homepage Article Page	
	Interscroller	768 x 1230	Image: GIF, JPG, PNG Video: MPEG4^ HTML5** 3rd Party Tag Ad Serving** ^Fallback image is required ^Website default play and mute / unmute buttons will be used **Material must be able to run in a https and safeframe environment. Parent window access is not allowed **No scroll event handling allowed	Max 100KB	Recommend max 10 seconds Looping is allowed	Max 1MB		Article Page	
	Native Ad								
	Native Ad	(EL) 292 (w) x 196 (h) (HB) 768 (w) x 412 (h) (CM) 280 (w) x 350 (h)	Image: GIF, JPG, PNG 3rd Party Tag Ad Serving (Click tags only)	Max 100KB	Max 5 seconds		Title: Max 16 Chinese characters with space Body: Max 30 Chinese characters with space	Homepage Channel Homepage Article Page	
EDM	EDM								
	EDM	Width: 730	Image: GIF**, JPG, PNG 3rd Party Tag Ad Serving: Click tags and Impression tags only **GIF may not be animated on some devices	Max 1 MB			Recommend max 20 Chinese characters with space		

CM: Cosmopolitan
EL: ELLE
HB: Harper's Bazaar