



Advertising Specs

Effective Date – July 1, 2019

- **Image Type**
 - All standard images are accepted on the HRN site. Main Image formats are:
 - JPEG
 - PNG
 - GIF
 - TIF

- **Maximum Image “Weight”**
 - 2MB

- **GIF Slides Maximum**
 - 5 Slides

- **Ad image (slides)**
 - 300 x 250 – Medium Rectangle
 - 300 x 600 – Large Rectangle (Vertical)
 - 70 x 70 – Thumbnail (“Local to You” section)
 - It is acceptable to post larger sized ads as long as the ratio (Width x Height) is the same

- **Local to You** L
 - An image strengthens the ad, but is not required
 - Maximum 200 characters in the “special offer” field