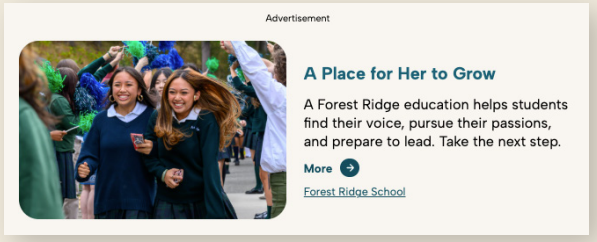
ParentMap DIGITAL AD SPECS | CORE DISPLAY PACKAGE

AD SIZES

- **Billboard:** 970 x 250 pixels
- **Skyscraper:** 300 × 600 pixels
- **Medium Rectangle:** 300 × 250 pixels
- **Mobile Leaderboard:** 320 × 100 pixels
- **Native Web**
  - 300 x 200 pixel image with no text or logo
  - Headline: up to 40 characters
  - Description: up to 150 characters of text, including spaces and punctuation

Native ad sample



AD SUBMISSION

Submit all ad creative, copy and links using the Display Ad Submission Form.

PLEASE PROVIDE

- A .png, .jpg, or .gif file under 100 KB. Ad dimensions must be exactly to spec and should be in RGB color mode.
- The destination URL where the ad should link.

A tracking code will be added to all web ad URLs with **parentmap** as the source; you may provide your own custom tracking URL as well. If no URL is provided, we will link to your home page.

All native editorial ads are reviewed for grammatical errors and are edited to conform to AP style rules. Your ad may be modified during the final review to align with ParentMap formatting and content guidelines.

TIME-SENSITIVE ADS

For monthly campaigns promoting dated events, also supply a generic, non-dated ad to run after the event, if applicable.

RICH MEDIA

ParentMap.com supports industry-standard file types. High-impact units do not support animated creative or .gif files because animation is built into the format.

- Video ads must have audio off
- Animation: up to 15 seconds or three loops
- Initial/polite load must not exceed 100 KB

SERVICES

Design and advertising production services are available upon request, subject to fees and availability.

Campaign performance reports provided upon request (allow two business days).

TIPS + TRICKS

SIMPLE GETS THE CLICK!

- More graphics, less text
- Clear call-to-action button
- Contact information is not necessary

Ads display against a light cream background. Use a non-white background or add a border.

FILE TOO BIG?

- Save as RGB; 72 or 96 DPI
- For .gif, reduce colors (128 bit or lower)
- Save at lower quality
- Make sure ad is .png .jpg or .gif file, not .pdf

PRINCIPLES OF AN EFFECTIVE DISPLAY AD



Bold graphics to draw attention

Short, compelling headline and subhead

CTA button to encourage clicks

Ad scaled to fit

ParentMap advertising specifications and guidelines are in compliance with the IAB's Interactive Marketing Unit Standards.