



BASIC SPECS pcma.org	HP and ROS Anchor Leaderboard (Homepage/HP and Run-of-Site/ROS)
Available Positions	HP- 4 rotating on refresh, ROS- 5 rotating on refresh
Creative Format Specs	
Initial Dimensions (WxH in pixels)	970 x 90 PC and 320 X 50 Mobile
Maximum Expanded Dimensions (WxH in pixels)	Expansion not allowed for this unit
Max Initial File Load Size	40 KB
File Formats accepted	JPEG, PNG, GIF; HTML 5 (Please note for HTML5 files: We cannot accept banners with <head> or <body> tags within them. The entire ad must be in straight HTML/JavaScript/CSS without the use of those HTML tags.)
Submission Deadline	Min 10 business days before campaign start. Creative ad files not received by deadline will delay publish/campaign start date by the same number of business days in which the creative files we're late. Extensions beyond the campaign end date will not be provided. This does not apply to the Perishable Inventory Program.
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Implementation Notes	Use a branding color for the gutter areas while keeping active ad elements in the center 950px. In the Slider content, use a branding color for the bottom 90px while keeping active ad elements in the top 460px. The Slider Bar is anchored to the bottom and will be pushed up by any horizontal scroll bars.
Options	In-banner video no auto play allowed

People On The Move

Your colleagues are on the move, find who is going where.

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Who needs hotel rooms? Find out how one of the biggest annual conferences in the US reinvented the idea of convention housing last week.

