



<b>BASIC SPECS</b> <a href="http://pcma.org">pcma.org</a>	<b>Side Medium Rectangle</b> (Run-of-Site/ROS)
Available Positions	5 rotating on refresh
<b>Creative Format Specs</b>	
Initial Dimensions (WxH in pixels)	300x250
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	<b>Min 10 business days before campaign start.</b> 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)
Options	In banner video- No auto play allowed
Example	<a href="http://www.iab.net/extra/adquickref/zindex_demo.html">http://www.iab.net/extra/adquickref/zindex_demo.html</a>

Featured Industry News Convene Press Releases Videos



**How One Huge Tech Conference Made An Unlikely Addition To Its Room Block**

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



**This Is The One Question You Need To Start Asking In Your Post-Event Surveys**

As you work to collect feedback from your attendees, it's time to revisit your language to uncover this essential answer.

