



Cordless Creative Specifications

Display

Requires a GIF, JPG or PNG. Max file size is 40kb.

The following IAB standard ad sizes are available:

- 970x250
- 970x90
- 728x90
- 468x60
- 300x600
- 336x280
- 300x250
- 320x100
- 320x50
- 300x50
- 160x600

Agent Dashboard Custom sizes

- 1920x155
- 384x192
- 384x450

Text Links & Additional Services

Cordless Media offers a custom stand-alone text link solution for contextual advertising. Please provide the following elements individually:

- Headline
 - Max of 32 characters including spaces
- Body Text Copy:
 - Max of 72 characters including spaces
 - Max of 33 characters including spaces
- Images
 - 400x400px main image
 - 400x210 main image
 - 210x60px logo
- Call To Action
 - Max of 20 characters including spaces

Rate Table Sponsorship

- Image: 150x35



- Text Copy:
 - Two sizes:
 - Max of 72 characters including spaces
 - Max of 33 characters including spaces
- NMLS #

Native

Please provide each of the following **as separate elements** for each Native Ad Unit:

- Headline- 36 characters
- Image- 400x400px, 400x210px
- Body- 90 characters
- Icon/Favicon- minimum 128x128 pixels
- Call to action- 15 characters

High Impact

We currently offer one high impact interstitial ad unit on LIRealtor.com

Dimensions:

- 800 x 500 Display Ad
- Max size 150kb
- Must be GIF, JPG or PNG

Email Newsletter

Requires a GIF, JPG or PNG. Max file size is 40kb.

The following IAB standard ad sizes are available:

- 970x250
- 300x250
- 160x600
- Text Ad up to 30 characters

Content Post

Requires a GIF, JPG or PNG. Max file size is 40kb.

- Image- 400x400
- Headline- A Maximum of 95 characters (shorter is better)
- Article Content- Full length article content