



Dimensions, Types and File Size

Dimensions	Size	File Types
Banner (728w x 90h pixels)	65kb	.gif, .jpg, .swf
Feature (125w x 62h pixels)	12kb	.gif, .jpg
Feature (125w x 125h pixels)	25kb	.gif, .jpg
Feature (125w x 188h pixels)	38kb	.gif, .jpg, .swf
Feature (125w x 250h pixels)	52kb	.gif, .jpg, .swf

Design

We can assist clients in design of website creatives. Please contact sales@azom.com for more information if required.

Rotation Zones

All AZoM.com website inventory is placed in what we call Rotation Zones (RZs).

RZs portion the site advertising space into 3 separate zones which place premium/higher rate advertising nearer to the top of the page and lowered priced adverts further down the page.

Red RZ is solely dedicated to Premium large scale banner adverts 728 X 90 pixels in dimension. File size limit of 65kb. Adverts in this zone are randomly rotated with a guaranteed 50k impressions.

Magenta RZ is reserved for medium to large scale creatives 125 X 125 pixels and over. Adverts in this zone are randomly rotated with a guaranteed 250k impressions.

Blue RZ is reserved for creatives at 125 X 62 pixels. Adverts in this zone are randomly rotated with a guaranteed 250k impressions.

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