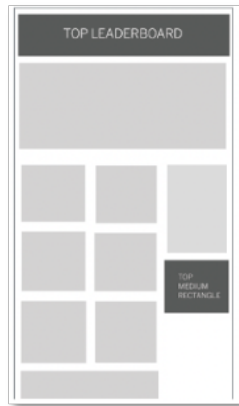


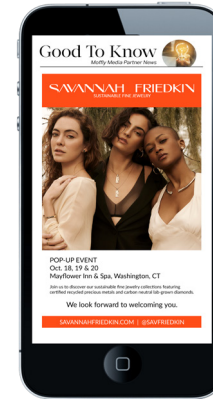
MOFFLY MEDIA DIGITAL SPECS

Program Note: Mockup for illustration purposes only. Timing based on availability, and secured on a first-come, first-served basis. Please reserve your space approximately 4-6 weeks in advance. Creative subject to editorial approval.



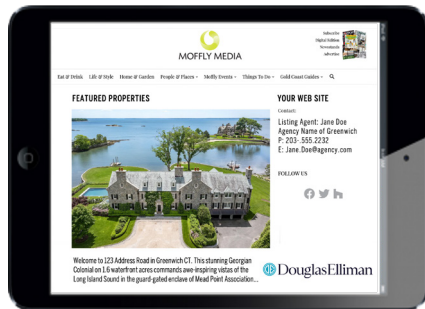
MOFFLYLIFESTYLEMEDIA.COM

- Top Leaderboard: 1940 x 400, jpg, gif
- Medium Rectangle: 600 x 500, jpg, gif
- Destination URL



DEDICATED EMAIL BLAST

- One (1) Image only: 1000 x 1600px jpg, png or gif
- Subject line
- Preview Text
- One (1) URL link
- No PDFs or video files accepted



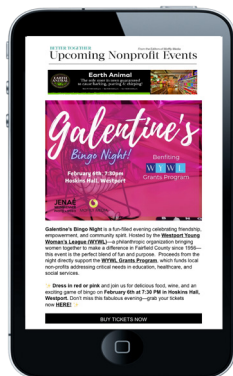
FEATURED PROPERTY SHOWCASE

- Featured properties images: jpg or png images, property descriptions, 72dpi; No PDFs accepted
- Newsletter sponsored Listing: 75 words of copy, 800x800px jpg or png, 72 dpi image, and URL
- Leaderboard Ad: 1940 x 400, jpg, gif
- Realtor contact information & URL
- Social Media: Copy points, images and call-to-action, brand tags and hashtags



SOCIAL MEDIA

- Copy points, image captions and call-to-action
- Brand tags and hashtags
- Web-ready image(s). Multiple images for gallery accepted in one uniform size. Either square 1080 x 1080 px; or Landscape: 1090 x 566 px, or 1090 x 1350 px.
- Reel creative accepted. Specs: 1080 x 1920px. Video files, not GIF, accepted.
- Copy and content subject to edit and approval.



MOFFLY E-NEWSLETTERS

- Leaderboard Ad: 1940 x 400px, jpg, png or gif and destination URL
- Sponsored Listing: 75 words of copy, 800x800px jpg or png, 72 dpi image, and URL
- No PDFs or video files accepted



HIGH IMPACT & RICH MEDIA

- Format: gif, .jpg or .png, 40KB-200KB max file size, sound off
- Home Page Pop Up Ad: 600 x 500px
- Expandable Leaderboard: 1940x400 expands down to 1940x800
- In-Banner Video Ads: Medium Rectangle: 600x500, 1.2MB, 550 kbps max bits per sec, 3-min max video movie length. Submit as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required. Autoplay with no sound.