

AD SPECIFICATIONS

Ad Type/Size	Max Initial Download File Size	Click-Thru URL Limit	All Text Limit
Website 1100 x 440 xl banner 728x90 300x250 or 336x280 250x250 300x600	40K	450 Characters	65 Characters
Accepted file types: GIF, JPEG Click-thru: All click-through URLs must open in a new browser window.			

Data Collection

NLR permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads). Advertisers wishing to collect personal information within advertisements must follow these basic guidelines: 1) clearly identify organization; 2) provide a link to privacy policy; and, 3) Identify the purpose for collecting information.

Creative Business Requirements

NLR has certain standards and guidelines for ads featured on the NLR web site to complement the NLR brand and homepage. NLR reserves the right to reject any ads that it feels does not meet its minimum requirements.

Ads should:

- Contain a clear message, offer, or promotion
- Be a highly professional and business-like design
- Contain relevant imagery to the offer or promotion
- Consistent branding (use of similar/same logos and messaging)
- Link to landing pages should provide relevant content to the ad featured
- Link to offer or information that is not more than two clicks away

Ads may not:

- Be misleading in any way (specifically within creative messaging/offers/promotions, etc.)
- Include inappropriate graphics: (i.e., overly graphic medical conditions/images, images of distressed animals or humans), or overexposure to nudity (i.e., swimsuits, undergarment)
- Be designed to rapidly flash images or use multiple flashing images
- Be overly cluttered or be unclear or contain inconsistent messaging
- Include a fake link or fake HTML