



NRA Publications

**2022 DIGITAL
ADVERTISING
SPECIFICATIONS**

STANDARD GUIDELINES

- » These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
- » Google Ad Manager is used to serve all NRA Publication digital display advertisements
- » There is a minimum of 48-hour turnaround time once all creatives are submitted to Digital Operations
- » All ad units will launch a new browser window when clicked on
- » All standard ad types are accepted (JPG, GIF, HTML) except where noted

THIRD PARTY SPECIFICATIONS

- » Third Party tags are accepted once vetted by Digital Operations prior to campaign launch
- » Audio must be user initiated with a clearly recognizable on/off button
- » Frame rate per second should not exceed 18fps
- » Animation length should not exceed 15 seconds

The National Rifle Association is not responsible for viewable results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.

Submit ads to: mpedersen@nrahq.org Phone: 703-267-1301 Contact your Sales Rep for pricing.

WEB IAB AD UNITS ACCEPTED

- 300x250 Medium Rectangle
- 300x600 Half Page Unit
- 728x90 Leaderboard
- 970x250 Billboard
- 320x50 Smartphone Banner

E-NEWSLETTER AD UNIT

CONTENT SEGMENT

Image Size: 600x400 pixels

Title: 70 characters (with spaces included)

Body Copy: 300 characters (with spaces included)

Client-provided link (third party tags accepted)

» **File Types Accepted:**
JPG, GIF, HTML

» Initial Load Size: 200K

» Polite Load Size:
300K*

» Complete Load Size:
120K*

** Polite and Complete download only apply to creatives served via a third party*

AD SUBMISSION:

mpedersen@nrahq.org

For more information call the Production Department:

(703) 267-1301.

Contact your Sales Rep for pricing.

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WEB & E-NEWS TERMS & CONDITIONS

Banner campaigns served on the NRA Publications Network are subject to the following conditions unless stipulated in writing and agreed upon NRA Digital Operations: Banner delivery by express default is Run of Site. Campaigns programmed in excess of one month will have total impressions served by campaign end date. Campaigns may be extended 30+ days to fulfill any impression shortfall.

Failure to cancel any **banner campaign** insertion order in writing to NRA Publications within 15 business days of the delivery date will result in a 50% charge of the insertion order price. Failure to cancel any banner campaign insertion order in writing to NRA Publications within 5 business days of the delivery date will result in a 100% charge of the insertion order price. Failure to submit creative assets in the specified time-frame prior to any banner campaign start date, the advertiser/agency will incur a 100% charge of the insertion order price. Advertiser/Agency agrees and will not contest these charges.

Best of NRA Publications and **NRA Insider e-newsletter** advertisers/agencies please note: Failure to cancel any e-newsletter insertion order in writing to NRA Publications within 15 business days of the delivery date will result in a 50% charge of the insertion order price. Failure to cancel any e-newsletter insertion order in writing to NRA Publications within 5 business days of the delivery date will result in a 100% charge of the insertion order price. Failure to submit creative assets in the specified time-frame prior to any e-newsletter delivery date, the advertiser/agency will incur a 100% charge of the insertion order price. Advertiser/Agency agrees and will not contest these charges.