Online Specifications

Main Advertising Specs

General Specs

Maximum of 5 individual ad creatives in rotation at one time.
- Unless otherwise approved

Client delivered ads can be updated once per week.

Creatives developed by Slashdot Media can be updated once per two weeks.

Generally accepted file types:
- GIF/Animated GIF, JPG/PNG/SVG/Javascript/HTML

Acceptability Guidelines

Creatives must comply with requirements of federal and state laws.

Creatives cannot:
- be fraudulent, deceptive or misleading
- be indecent, vulgar or suggestive

Submission Deadlines

Ads that do not require Slashdot Media Creative Development:

Standard Image (GIF/JPG):
- 1 Business Day

Rich Media:
- 3 Business Days

Third Party Standard Image:
- 3 Business Days

Third Party Rich Media:
- 3 Business Days

Ad that requires Slashdot Media Creative Development:

Design:
5 to 7 Business Days

Development & Testing:
Approx. 5 Business Days

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Leaderboard

Dimensions:
728x90

File Size (per ad):
50k

Accepted File Types:
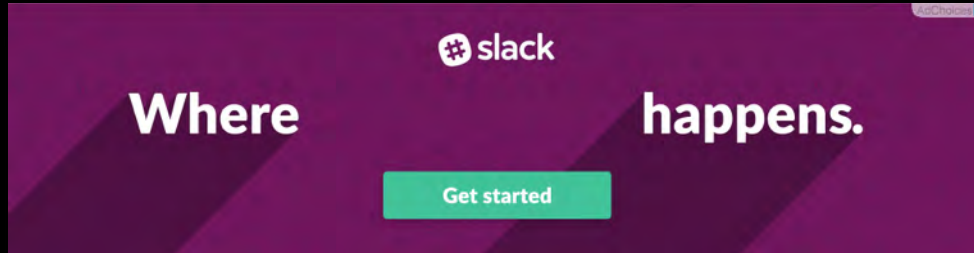GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
<:30 sec
Ads may loop 2x

Billboard

Dimensions:
970x250

File Size (per ad):
200k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
< :30 sec
Ads may loop 2x

IMU – Medium Rectangle
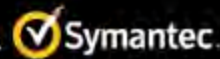
Dimensions:
IMU: 300x250

File Size (per ad):
50k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/ Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
< :30 sec
Ads may loop 2x

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Half Page

Dimensions:
300x600

File Size (per ad):
50k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
< :30 sec
Ads may loop 2x

Immersion

Dimensions:
700x500

File Size (per ad):
GIF/JPG - 100k
SVG/Javascript/HTML5 - 300k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
< :30 sec

Hub Icon

Dimensions:
200x90

File Size (per ad):
30k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking/Serving Accepted

Animation:
Accepted
< :30 sec
Ads may loop 2x
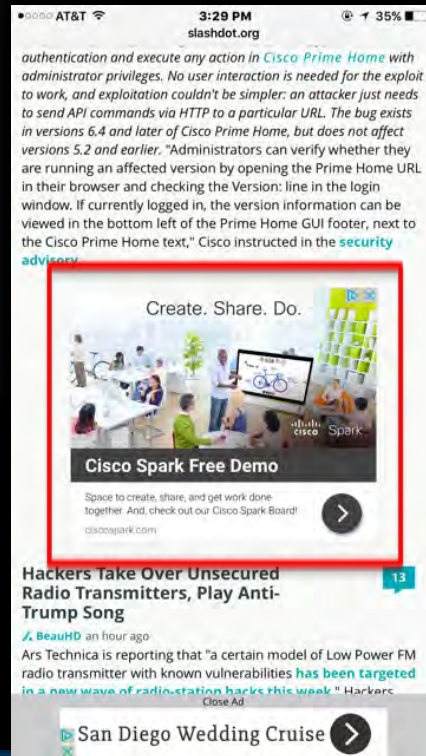
Mobile

Dimensions:
IMU: 300x250
Mobile Leaderboard: 320x50*
*Sticky unit available

File Size (per ad):
50k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking / Serving Accepted

Animation:
Accepted
:30 sec max

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Tablet

Pure Technology. Pure Engagement.

Dimensions:
IMU: 300x250
Leaderboard: 728x90

File Size (per ad):
50k

Accepted File Types:
GIF/Animated GIF/JPG/PNG/SVG/Javascript/HTML

Third Party:
Tracking / Serving Accepted

Animation:
Accepted
:30 sec max

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Native Enhanced Listing

Dimensions:
48x48 Logo – 10kb max
120x120 Application Image – 50kb max
Text copy required*

Accepted Files:
JPG/PNG/GIF

Third Party Tracking:
Impression and Click trackers accepted
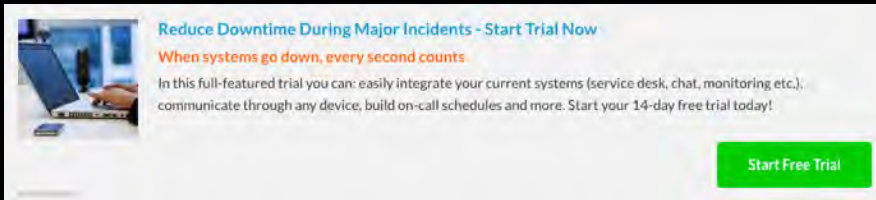
Submission Deadline:
2 Business days

*Request text copy requirements from Slashdot Media. Varies by filter (standard, lite, heavy).

Native Enhanced Listing

Native Headline Listing

Text Only Ad

Placement:
Slashdot Homepage and Story Pages

Dimensions:
Title + Teaser: 90 characters max, combined
Description: 100 characters max
CTA: 30 characters max

Third Party:
Impression and Click trackers accepted

Submission Deadline:
2 Business Days

SourceForge Update

Placements:
Two Ad Slots: Top or Middle

Dimensions:
Title: 1 line, 50 characters max
Description: 3-5 lines, 75 characters max
CTA: 1 line, 75 characters max per line
80x80 Company/Product Logo

Third Party:
Click Tracking/Serving Only Accepted

Submission Deadline:
2 Business Days

Slashdot Daily Newsletter

Pure Technology. Pure Engagement.

Text Only Ads

Placements:
Two Ad Slots: Top or Middle

Dimensions:
Title: 1 line, 60 characters max
Description: 3-5 lines, 60 characters max per line
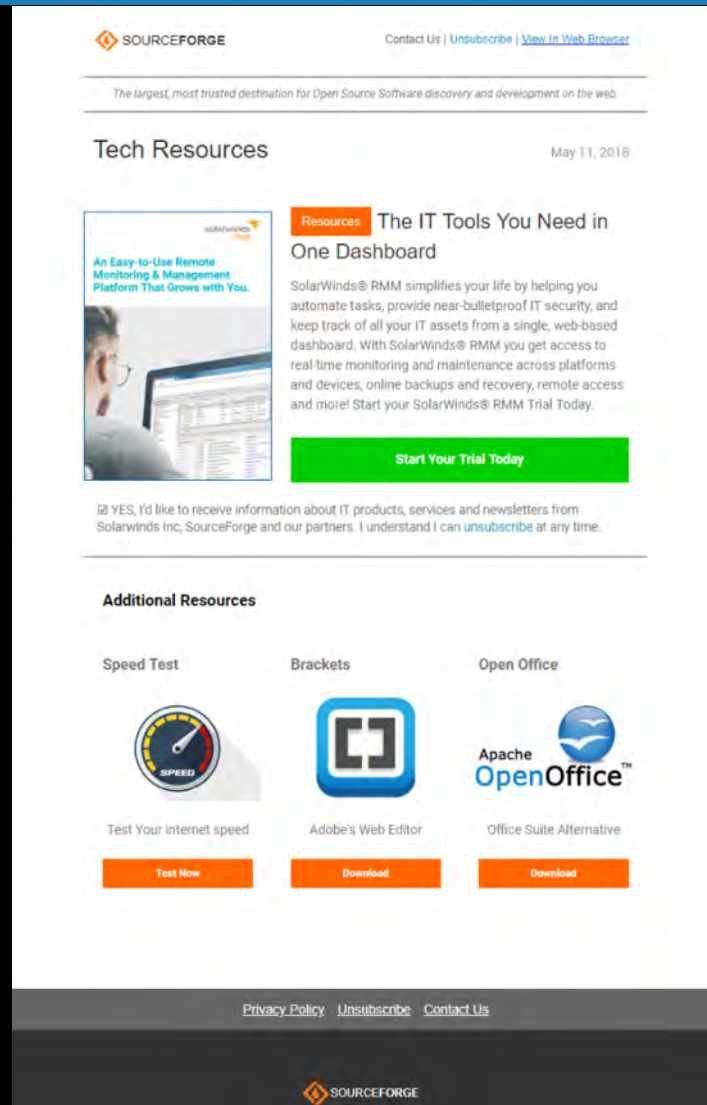CTA: 1 line, 60 characters max

Third Party:
Click Tracking/Serving Only Accepted

Submission Deadline:
2 Business Days

Dedicated Email

Placement:
Email blast

Dimensions:
Title: 50 characters max
Description: 350-400 characters max
CTA: 20-30 characters max
420x600 Image

Third Party:
Click Tracking/Serving Only Accepted

Submission Deadline:
2 Business Days

Demand Generation

To View This Complimentary Information, Fill Out This Form

First Name | Last Name | * Business Email
* Address | (__) __-____ | Extension
* City | * Job Title | * Company Name
* Postal Code | * - select a country - | * - select a company size - | * Industry

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Download Whitepaper

IBM — Forrester Report: The Eight Business And Security Benefits Of Zero Trust

In response to increasingly complex cyberattacks, security pros devote resources to granular aspects of their networks. This is understandable and necessary to a degree, but it's also a great way to lose sight of your ultimate goal: protecting customers and empowering the business. Zero Trust networks accomplish the dual tasks of deep, continuous data inspection across the network and lean operation and oversight — tasks that seem mutually exclusive in traditional networks. This report highlights the eight most significant ways Zero Trust boosts security and your business. This is an update of a previously published report; Forrester reviews and updates it periodically for continued relevance and accuracy.

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Accepted Files
- Leads – PDF/MP4/MOV/MPG
- Custom Content – MP4/PDF

Submission Deadline:
2 Business Days

***Additional assets required; please reach out to Slashdot Media for more information.**

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Third Party Ad Servers & Vendors

Third Party Tracking

- Slashdot Media's default ad server is DoubleClick
- Lead forms are hosted by a 3rd party partner
- All 3rd Party ad tags need to include a cache-busting time stamp
- All 3rd Party ad tags should include a way for Slashdot Media to pass a click tracking URL to the 3rd Party ad server
- Method should be documented when tags are submitted
- Slashdot Media needs to be informed at least one business day before any new ads are rotated into an existing ad campaign on a 3rd Party ad server
- Any new ads need to be submitted to Slashdot Media for review prior to implementation
- If any issues arise with the 3rd Party ad tags, they must be resolved in a timely manner or risk suspension until the 3rd Party tags are working properly
  "4th Party" serving is not supported
- If using an unsupported 3rd Party vendor, an additional 5 business days are required for set-up and testing

Supported Vendors

- AdForm

- AdShuffle

- Atlas

- Bluestreak

- DoubleClick

- MediaMind

- EyeWonder

- MediaPlex

- PointRoll

- Unicast

**If you do not see a vendor listed here or have a question about supported vendors or technologies, Please reach out to Slashdot Media to investigate the possibility of support.

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