# Display Advertising
## Quick Reference Guide

**nexxt**

Nexxt offers flexible display advertising options to put your recruitment messages in front of the right candidates as they search and interact on The Career Network. With over 50 million members in The Career Network, there are plenty of opportunities for you to gain high-quality, targeted impressions.

**To make every impression count and lay the groundwork for a more effective campaign, take a few minutes to review these important guidelines and best practices.**

## Banner Ads

Flexible banner ad placements include the job search results page and job details page.

| Ad Type | Dimensions (W x H in pixels) | File Information | Best Practices |
|---|---|---|---|
| Medium Rectangle & Interstitial | 300 x 250 | **Accepted File Types:** JPG, GIF, 3rd party tags<br>**Max. Size:** 200 KB<br>**Max. Size Mobile:** 100 KB<br>**Animation:** 15 sec. max., no looping<br>**Sound:** Must be user-initiated | Copy should be short and catchy, with a message that encourages click-through.<br><br>The call to action should be bold and eye-catching. A button image works well to achieve this and make it clear that users should click to learn more. |
| Mobile Banner | 320 x 50 | | |

Leader Line Ad

300 x 250

Web page placement options

## Text Ads

Your text ads can be integrated into highly engaging career content on our sites or within top-performing emails.

| Ad Type | Dimensions (W x H in pixels) | File Information | Best Practices |
|---|---|---|---|
| Leader Line | **Logo:** Max. width: 88 Max. height: 31 **Text:** 100 characters max. | **Accepted File Types:** JPG, PNG or transparent GIF logo file; otherwise, text only **Max. Size:** 50KB **Animation:** N/A | With limited space to convey your message, make your copy direct and convey a sense of urgency to engage your audience. |
| Career Alert Sponsorship | **Logo:** Max. width: 80 Max. height: 80 **Text:** 220 characters max. | | |

Logo    Career Alert

320 x 50

Career Alert
Email Sponsorship

Mobile Banner

## Interstitial Ads

Displayed during the member log-in process when users are most engaged, these ads appear within the site framework as a full-page takeover to command complete attention.

| Ad Type | Dimensions (W x H in pixels) | File Information |
|---|---|---|
| Interstitial | **Desktop:** *800 x 600* **Mobile:** *300 x 250* | **Accepted File Types:** JPG, GIF, 3rd party tags, as well as custom creative **Max. Size:** 400 KB **Max. Size Mobile:** 200 KB *Custom options are available for other interactive media elements. Contact Nexxt for more information.* |

800 x 600

300 x 250

## Universal Best Practices

*Keep these in mind for any and all of these display ad types.*

- **Include clear messaging** and a prominent call to action – tell users exactly what you want them to do.

- **Match your landing page** to your ad messaging and design (if applicable) to create a cohesive experience and increase conversions.

- **Target your audience** – Nexxt's precise targeting abilities vary by ad type, but include industry, location and other key demographics.

**To learn more and launch your display advertising campaign with Nexxt,** email mrosciolo@nexxt.com or visit about.nexxt.com/advertising.