



The Zimbabwean
A Voice for the Voiceless

Online
Advertising
Formats



Core Standard Ad Units

In line with industry standards and the most commonly used Interactive Marketing Unit (IMU) sizes The Zimbabwean online now offers space for the following Ad units:

Pixel Dimensions (Width x Height)			Recommended Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
300 x 250	IMU	Medium Rectangle	40k	:15
728 x 90	IMU	Leaderboard	40k	:15
120 x 600	IMU	Skyscraper	40k	:15
160 x 600	IMU	Wide Skyscraper	40k	:15

Files should be supplied as in either GIF or JPG format.

To find out more, please contact:

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