



# Digital Ad Retargeting

## Digital Ad Sizes & Specifications

Submit digital ad sizes in .jpg or animated .gif images only, no flash.

728 x 90 pixels (.jpg only)

300 x 1050  
pixels  
(animated  
GIFs only)

160  
X  
600  
pixels  
(.jpg  
only)

300 x 250 pixels  
(.jpg only)

970 x 250 pixels  
(animated GIFs only)

970 x 90 pixels (animated GIFs only)



## Nacha Operating Rules Online Ad

### Nacha Operating Rules Online Ad Size & Specifications

Digital Ads must be submitted in size 620x150 pixels in .jpg or .png images only, format 72 dpi- no animated .gif.

620 x 150 pixels  
(.jpg or .png only)

# Nacha Operating Rules & Guidelines

## Publication Print Ad Space

**8 1/2" x 11" Plastic Coil (Spiral) Bind**

### Full-Half-Quarter Page Ads

Full Page Ad: 7.25" x 10", if you are allowing bleed 8.75" x 11.25"

Half Page Ad: 7.25" x 4.875"

Quarter Page Ad: 3.5" x 4.875"

