



Shaping Tomorrow's
Built Environment Today

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Online advertising specification questions and answers

What file types are available for running on ASHRAE.org?

1. JPG or GIF file.
2. PNG files.
3. Video
4. HTML5 files
5. Native Ads (Native ads are the prebuilt ad templates in UpRival)

What kind of tagging is accepted? Several different tag types are offered.

1. Script and iFrame are to use for serving ads on the website or through the traffic source.
2. The "A Tag" is used for email.
3. Other tags include popup ads, notifications, and sticky bars. None of those types have been approved for use on ASHRAE.org.