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 Nexxt-powered career sites. With over 70 million members, there are plenty of opportunities for you to drive high-quality traffic to your internal career site or increase your applicant volume.

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 **Max. Size:** 200 KB **Max. Size Mobile:** 100 KB **Animation:** 15 sec. max., no looping **Sound:** Must be user-initiated	Copy should be short and catchy, with a message that encourages click-through.
Mobile Banner	320 x 50		The call to action should be bold and eye-catching. A button image works well to achieve this and make it clear that users

320 x 50

300 x 250

300 x 250
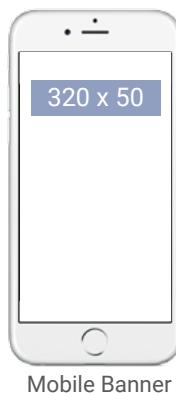
Mobile Banner
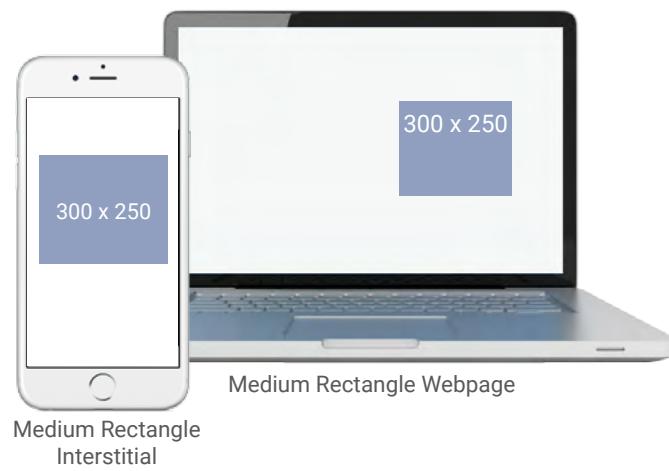
Medium Rectangle Interstitial

Medium Rectangle Webpage

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
Career Alert Sponsorship	**Logo:** 160 (max width) x 160 (max height) Logo will be rendered at half the size to avoid retina display issues. **Text:** 220 characters max. (1 headline, 1 link)	**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.
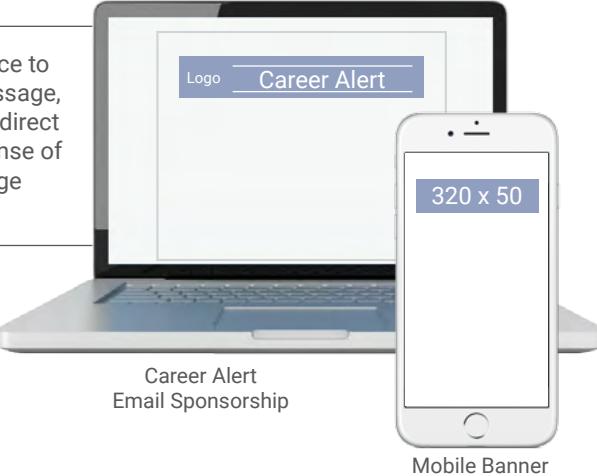
Logo   Career Alert

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.*

300 x 250

800 x 600

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.

Visit Nexxt.com/Display
to learn more and launch your display advertising campaign with Nexxt.