Creative Specifications for Online Ads

Total Audience Solutions.

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Our Creative Department is always available to answer any questions you may have. Please direct any inquiries to your Digital Solutions Strategist.

Creative Samples can be viewed at http://www.njadvancemedia.com/creative-samples/

STANDARD ADS

Ad Size	Common Names	File Size	Animation	File Format
728x90	Leaderboard	40k max	yes	JPG, GIF, HTML5 Tag
300x250	Rectangle	40k max	yes	JPG, GIF, HTML5 Tag
300x600	Halfpage	40k max	yes	JPG, GIF, HTML5 Tag
160x600	Skyscraper	40k max	yes	JPG, GIF, HTML5 Tag
170x30	Sponsor	6k max	no	JPG, GIF, HTML5 Tag
120x60	Badge Section Sponsor	6k max	no	JPG, GIF, HTML5 Tag

- All ANIMATION (GIF/HTML5 Tag) MUST STOP AFTER 15 seconds.

Deliverable:
For Static Ads: JPG or GIF file
For Animated: GIF file or HTML5 Tag

SLIDING BILLBOARD

Consists of two units, a 980x30 pencil and a 980x300 billboard. The 980x30 DOES NOT go away when expanded, full expanded size 980x330.

Ad Size	Common Names	File Size	Animation	File Format
980x30	Pencil	40k max	no	JPG, GIF, HTML5 Tag
980x300	Billboard	90k max	yes	JPG, GIF, HTML5 Tag

- All ANIMATION (GIF/HTML5 Tag) MUST STOP AFTER 5 seconds.

- Ad will automatically expand on page load the first time a unique user is served the ad. After the first serving, user clicks to expand ad. Due to usability concerns, a rollover method to get this ad to expand is not acceptable.

- If there is no close button, AdOps will include a close button, 3px from the top and 3px from the right, sized 85x25 pixels. If clients wish to include their own it must be within that predefined area. The size and location is non-negotiable.

- Ad can be provided as a third party tag. The complete functioning SBB must be included in a single tag, cookie-limited to one per user per day.

Deliverable:
For Static : JPG or GIF file
For Animated: GIF file or HTML5 Tag AND backup JPG

INTERSTITIAL ADS

All interstitial units are built by NJ Advance Media. All you to need provide is the creative and click thru URL.

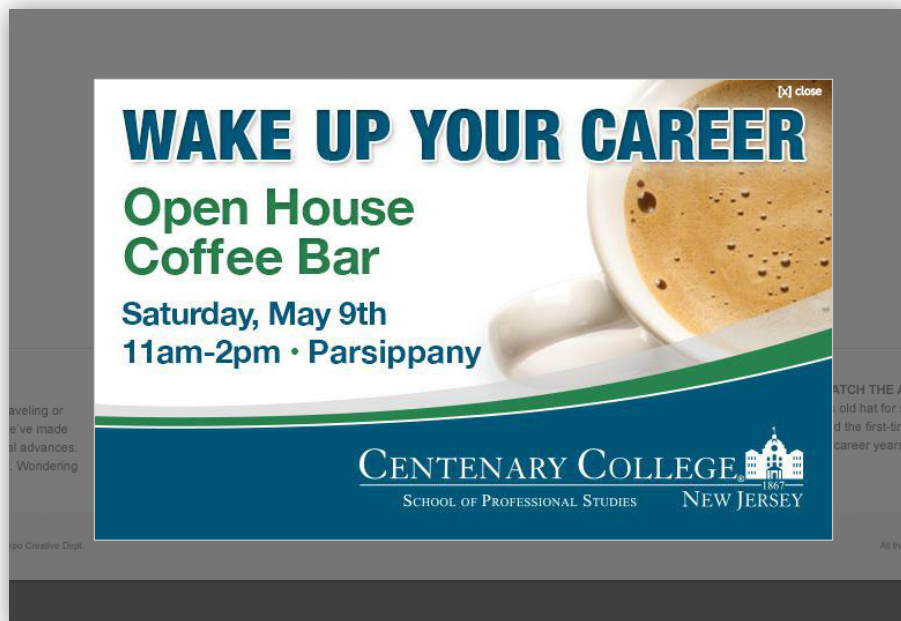| Ad Size	Common Names	File Size	File Format
640x400	Interstitial	60k max	JPG, PNG, GIF
320x480	Mobile Interstitial	40k max	JPG, PNG, GIF

- Accepted file types JPG PNG and STATIC GIF.

- Ad will auto remove after 15 seconds. Then display EITHER a leaderboard OR rectangle leave behind, these should be built to specs found under Standard Ads on Page 3.

- A close button must be included in the top right of design.

Deliverable:
For Static: JPG PNG or STATIC GIF
For leave behind: JPG PNG or GIF file for EITHER leaderboard OR rectangle
Click Through URL

MOBILE ADS

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF

- All ANIMATION MUST STOP AFTER 15 seconds.
- Mobile Interstitial auto removes after 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF or HTML5 Tag

HIGH SCHOOL SPORTS MOBILE ADS

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
640x106	Mobile Banner	40k max	yes	JPG, GIF
480x79	Mobile Banner	40k max	no	JPG, GIF

- All ANIMATION MUST STOP AFTER 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF or HTML5 Tag

MOBILE APP ADS
PHONE

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF

TABLET

Ad Size	Common Names	File Size	Animation	File Format
728x90	Mobile Leaderboard	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF

- All ANIMATION MUST STOP AFTER 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF or HTML5 Tag

WALLPAPER ADS

A wallpaper is a tile or single image placed on the background of the site, excluding the center content well*. In essence it's a large design element that occupies the area to the right and left of the content well.

The wallpaper unit CANNOT run independently. It must be run with a leaderboard and rectangle of the same advertiser.

TILED SPECS
Deliverable: JPG/GIF only. No animation.

Dimensions: 100x100 to 200x200 (can be rectangular within those height and width limitations.)

Max file size: 10k

SINGLE-IMAGE SPECS
*Deliverable:* JPG/GIF only. No animation.

Dimensions: 1280-1680 pixels wide, 800-1600 pixels high
The center content well plus 10px of white space on either side of it will knock out the center 1000px on the single image. While not necessary, you can leave this center part of the image white or a solid color to reduce file size.

Max file size: 100k max RECOMMENDED file size (We will accept 200k if absolutely necessary, but the page can be slow to load and this might negatively affect performance - please make file sizes as small as possible.)

- A monitor width of 1280 pixels is common, though many screens are larger. At this resolution, you only have an effective width of about 140px on either size of content well to deliver your message (1280px total - 15-19px scrollbar - 1000px content well). You can have information outside of this 1280px boundary, but RECOMMENDED all important information within 1280px. This is just a caution. We will still accept up to 1680px wide creative.

  - Please refer to the illustration to right.
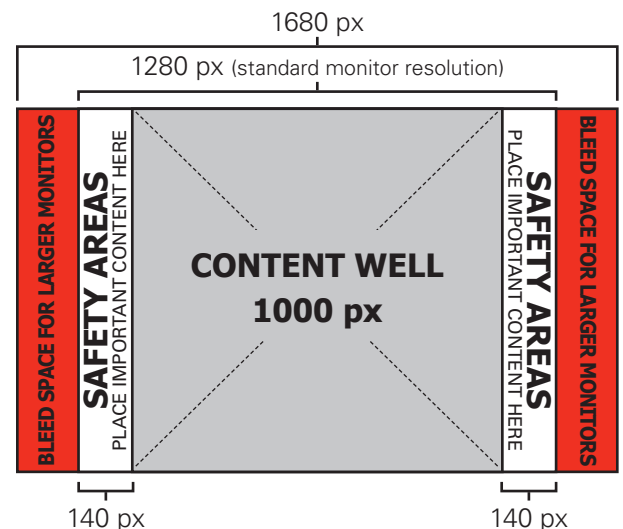
- We highly recommend fading the bottom of the wallpaper to white. We can't change the background of the page and can not tile anything down the page below the creative, so non-fading creative will simply have an abrupt end at the bottom. Again, however, this is just a caution and we will accept an image that otherwise meets our specs.

CORNER PEEL

Consists of 2 units, a 125x100* teaser and an 800x600* open peel.

| Ad Size	Common Names	File Size	Animation	File Format
125x100*	Teaser	40k max	yes	JPG, GIF, HTML5 Tag
800x600*	Open Peel	200k max	yes	JPG, GIF, HTML5 Tag

• All ANIMATION (GIF or HTML5) MUST STOP after 5 seconds for Open Peel. Can loop for Teaser.

• Ad will automatically expand on page load the first time a unique user is served the ad. After the first serving, user clicks to peel ad. Due to usability concerns, a rollover method to get this ad to expand is not acceptable.

• AdOps will include a standardized close button.

* Files need to be 125x100 and 800x600, however ad space area is shaped like a triangle to allow for peel area. Please see below.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF file or HTML5 Tag AND backup JPG
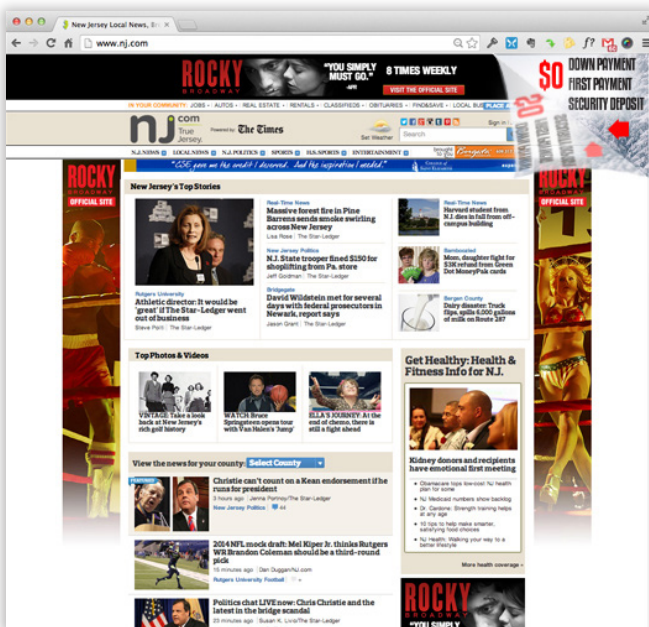
TEASER GRAPHIC

OPEN PEEL GRAPHIC

SIDEKICK ADS

All sidekick units are built in PointRoll by NJ.com, all you to need provide are initial, expanded elemets, and click-through URL.

Initial Ad Size	File Size	Expansion Size	File Size	Animation	Expands
300x250	40k max	850x700	100k max	yes	Right

- Accepted file types JPG, HTML5 Tag and STATIC GIF.

- All ANIMATION MUST STOP AFTER 15 seconds.

- Upon user click, Sidekick pushes page content horizontally to the left and loads in the right gutter of the page. Upon close, ad collapses and page content is pushed back right. See example below.

Sidekicks can contain video. Please consult index for for video specs.
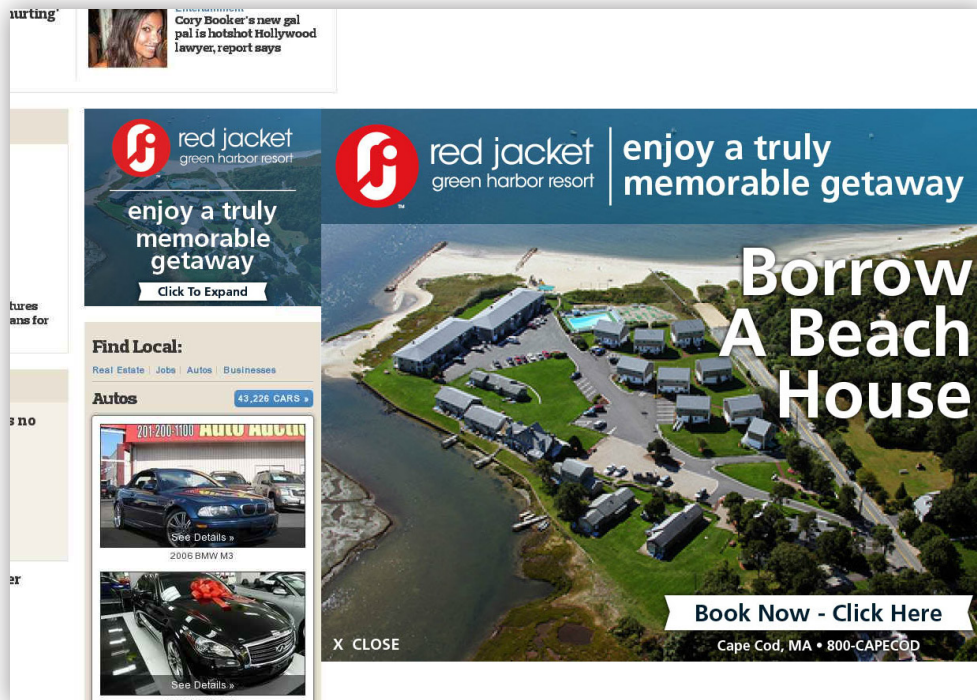
Deliverable:
For Static: JPG or GIF file
For Animated: GIF file or HTML5 Tag AND backup JPG
Click Through URL
Video if applicable: Consult index for for video specs

REAL DEALS EBLAST

Provide below elements
- Header Image - 600px wide
- Masthead copy - RECOMMENDED 50 characters or less
- Headline - RECOMMENDED 100 characters or less
- Body copy
- Click-through URL

See below for breakdown of elements.

Masthead Copy

Header Image

Headline

Body Copy

PREROLL VIDEO

Thanks to the powerful vendor platform, we can now accept just about all common video file formats in any size. Preroll length, however, continues to be limited to 15 seconds. If a video file longer than 15 seconds is submitted, we will add a "skip" function at the 15 second mark.

- Formats: MP4, FLV, MOV, WMV, etc.
- File size - 200MB Max
- Preroll video length - 15 seconds (or longer video with 15 second "skip" feature that AdOps will add automatically)
- Postroll video length - 30 seconds

Preroll is now HTML5 complaint. That means that preroll will run on all platforms.*

*iPhone plays preroll, but Apple's environment doesn't allow clicks. Preroll will, however, be forced to play in full.

RESPONSIVE RICH MEDIA (RRM) ADS

All RRM units are built by NJ Advance Media* All you to need provide are non-expanded, expanded elements, and click-through URL.

*Unless provided a 3rd party tag

Non-Expanded Size	File Size	Expansion Size	Expands
728x90	40k - 120k	728x270	Down
300x250	40k - 120k	600x250	Left
160x600	40k - 120k	320x600	Left
300x600	40k - 120k	600x600	Left
320x50	40k - 120k	320x480	Down

RESPONSIVE RICH MEDIA (RRM) ADS (cont.)

Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video does NOT auto play and is muted to start.

FEATURES
NJ Advance Media can add many built in widgets through our platform**.
The various features are as follows:

- Add to Calendar
- Count Down
- Coupon
- Instagram Feed
- Lead Capture Form

- Live Content Feed
- Map + Directions
- Mobile Alert
- More Video
- Panels

- Photo Gallery
- Pin It Button
- PowerShare
- Search Box
- Share

- Survey
- Twitter Click to Follow
- Twitter Feed
- Weather Trigger

**Please leave space in the design so that there is room for these features to be added. If there are specific icons desired for these features they also need to be supplied, preferably as a .png.

Alternately, providing working .psd files is ideal as it allows the creative team at NJ Advance Media to to export out exactly what they need and reassemble in vendor platform.

- Accepted file types JPG, PNG, and STATIC GIF (at this time vender cannot accept animated GIF files).

- User rolls over to expand ad.

- Expandable Ads can contain video. Please consult index for video specs.

- If there is no close button, NJ Advance Media will include a close button. If clients wish to include their own it must be included in the design.

Deliverables:
Files: PSD or AI file (these two are preferred) JPG, PNG, STATIC GIF Files
Click Through URL
Video if applicable: Consult index for video specs

HTML5 AD SPECIFICATIONS

Animated ads can either be created in-house by the NJ Advance Media Creative Services team or creative can be supplied by the client.

For creative coming from the client or an outside third party vendor (for example, Doubleclick), we can accept HTML5 tags.
- All assets must be hosted by client themselves. ADI will not accept Edge Animate files or other published files. This means that the tag coming in must be site-ready to serve as is, any creative, CSS or other file references need to be hard-coded and hosted by the third party.
- The tag must be in the below format to ensure click tracking macros are included so we can track and optimize for clicks in our ad platforms.
- Expect a slightly longer turnaround if new HTML5 tags need to be tested prior to launch.

Deliverables:
Files: Backup JPG, PNG, STATIC GIF Files
Tag (see example below)

HTML5 TAG

The items in red (click through, ad dimensions, and URL where the creative files are being hosted) are the only items that should be changed when submitting the tag. **The final tag(s) should be sent in a .txt file.**

```
<script type="text/javascript">

//****AD OPS EDIT Click Tracker below****
var clickTAG = "%%C%%?http://clickURL.html";

//****DO NOT EDIT BELOW THIS LINE*****
var uri = encodeURIComponent(clickTAG).replace(/'/g, "%27").replace(/"/g, "%22");
var uri2 = encodeURIComponent(uri);

document.write('<IFRAME WIDTH=' + '300' + ' HEIGHT=' + '250' + ' MARGINWIDTH=0
MARGINHEIGHT=0 HSPACE=0 VSPACE=0 FRAMEBORDER=0 SCROLLING=no SRC=' +
'http://your-host-url-here.html' + '?clickTAG=' + uri2 + '><\/iframe>');</script>
```

HTML5 AD SPECIFICATIONS (cont.)

HTML5 ads can be created in any standard digital size we offer. (http://www.iab.net/
guidelines/508676/508767/displayguidelines). See here for more on HTML5 ads:

IAB Resources:
http://www.iab.net/html5
http://www.iab.net/iablog/2015/08/the-age-of-html5-ads.html

HTML5 Toolkit:
http://www.richmediagallery.com/resources/html5-toolkit#h5ToolkitPath:%2Fhtml5%2Ftoolkit~

Swiffy tool (Flash conversion):
http://www.richmediagallery.com/resources/html5-toolkit#h5ToolkitPath:%2Fhtml5%2Ftoolkit
%2Fswiffy-(flash-conversion)~

Creative Unit	Asset	Max File Size	File Type
HTML5 Desktop/Tablet	Backup Image	40kb	JPG, PNG, GIF
	Initial Load	100kb	HTML, JPG, PNG, GIF
	Polite Load / Panel	2.2 MB	HTML, JPG, PNG, GIF
	User Initiated Load / Expansion	10MB	HTML, JPG, PNG, GIF
HTML5 Mobile	Backup Image	40kb	JPG, PNG, GIF
	Initial Load	80kb	HTML, JPG, PNG, GIF
	Polite Load / Panel	100kb	HTML, JPG, PNG, GIF
	User Initiated Load / Expansion	2MB	HTML, JPG, PNG, GIF
HTML5 Standard	Banner	80kb	HTML, JPG, PNG, GIF

ADDITIONAL INFO

VIDEO SPECS FOR EXPANDABLE ADS
Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video auto plays and is muted to start.

VIDEO SPECS FOR SIDEKICK ADS
Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video auto plays and is muted to start.