REPRESENTING

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	Resolution	File Size	Animation	File Format
728x90	Leaderboard	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
300x250	Rectangle	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
300x600	Halfpage	72 dpi	60k max	yes	JPG, GIF, HTML5 Tag
170x30	Sponsor	72 dpi	12k max	no	JPG, GIF, HTML5 Tag
120x60	Badge Section Sponsor	72 dpi	12k 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

BILLBOARD

Consists of two units, a 970x250 billboard and a 196x31 button. The expandable 970x250 banner ad is placed at the top of a web page. The ad has a close button that allows the user to close the ad which will result in the page content being pushed back up to take the space left by the banner, leaving a residual button or image that the user can use to view the ad again.

Unless providing a third-party tag, billboard units are built by NJ Advance Media. All you to need provide is each unit size and click-through URL(s).

Ad Size	Common Names	File Size	Animation	Required Text
970x250	Billboard, IAB Billboard, Rising Star Billboard	200k max	15 sec max length	**"CLOSE"** must be visible at all times
970x31 total size 774x31 white background: flush left 196x31 button: flush right	Show ad button, leave-behind, collapsed image	60k max	none	**"SHOW AD"**

970 px

white background: 77x31	196x31	show ad ⌄	show ad button

close ⓧ

970x250
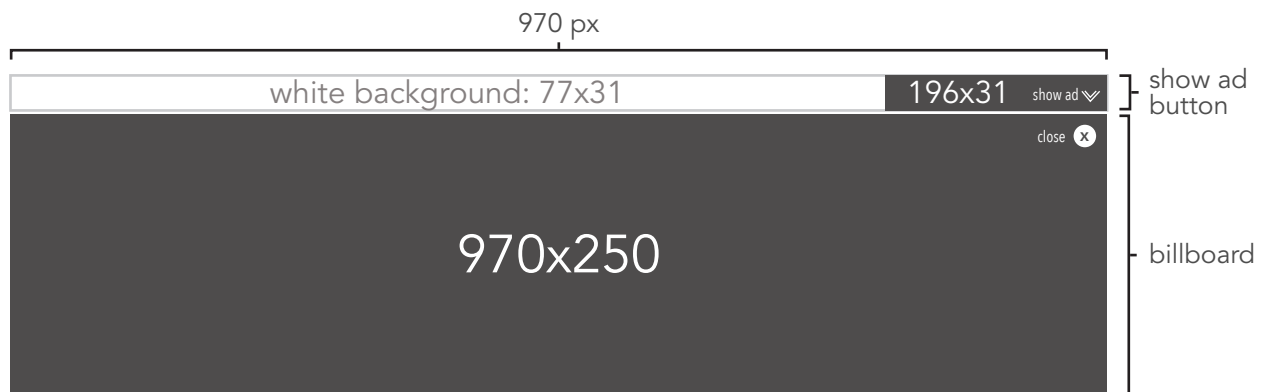
billboard

- "**CLOSE X**" collapses ad 100% when clicked (billboard will not automatically close), with "**SHOW AD**" button available that expands ad upon click.

- The leave-behind must be 970 pixels wide, with the "show ad button" image only taking up 196x31 aligned to the right. The rest of the space (774 pixels) must be white.

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

- Audio must be user initiated with a CLICK only action.

- Video must be a minimum of 24fps; audio must be user-initiated (on click: mute/unmute); default state is muted; video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
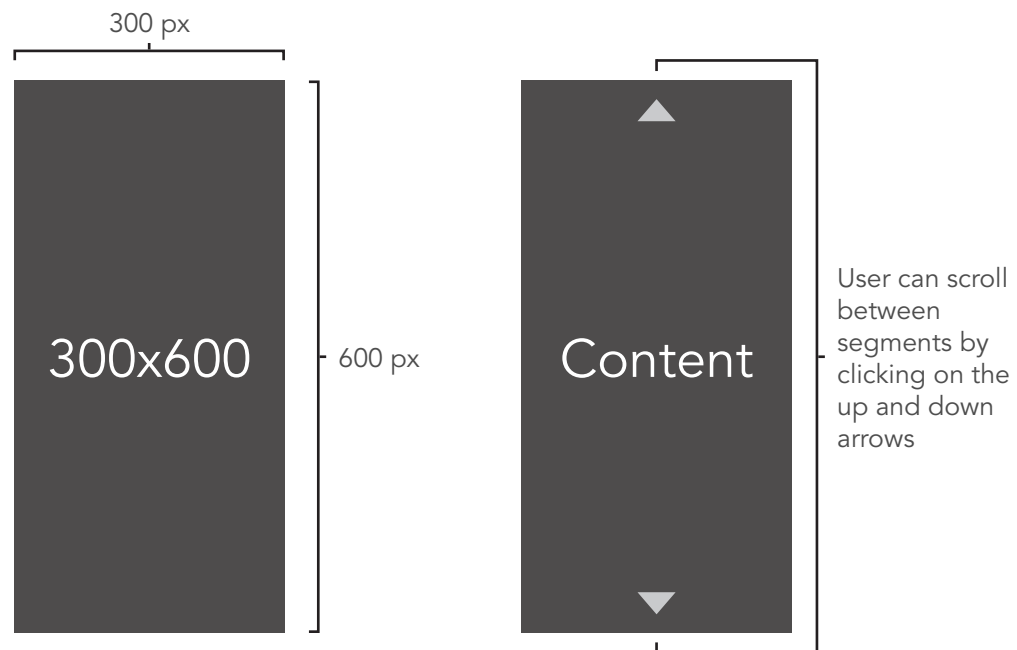
Deliverable:
3rd party tag, HTML5, iframe friendly tag

FILMSTRIP

The IAB Filmstrip enables enhanced creative story-telling capabilities within a single ad creative. The user is guided through a series of interactive rich media panels including video, animations, downloads, store locators and other information. The Filmstrip is then served through a 300x600 ad position.

Unless providing a third-party tag, Filmstrip units are built by NJ Advance Media. All you to need provide is each 300x600 segment and applicable click-through URL(s).

Ad Size	Common Names	File Size	Animation	Required Text
300x600	Filmstrip, IAB Filmstrip	200k max per image	15 sec max length	N/A

300 px

300x600   600 px

Content

User can scroll between segments by clicking on the up and down arrows

- All ANIMATION (VIDEOS/GIF/HTML5 Tag) MUST STOP AFTER 15 seconds. User initiated interactions/animations are unlimited.

- Audio must be user initiated with a CLICK only action.

- Video must be a minimum of 24fps; audio must be user-initiated (on click: mute/unmute); default state is muted; video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

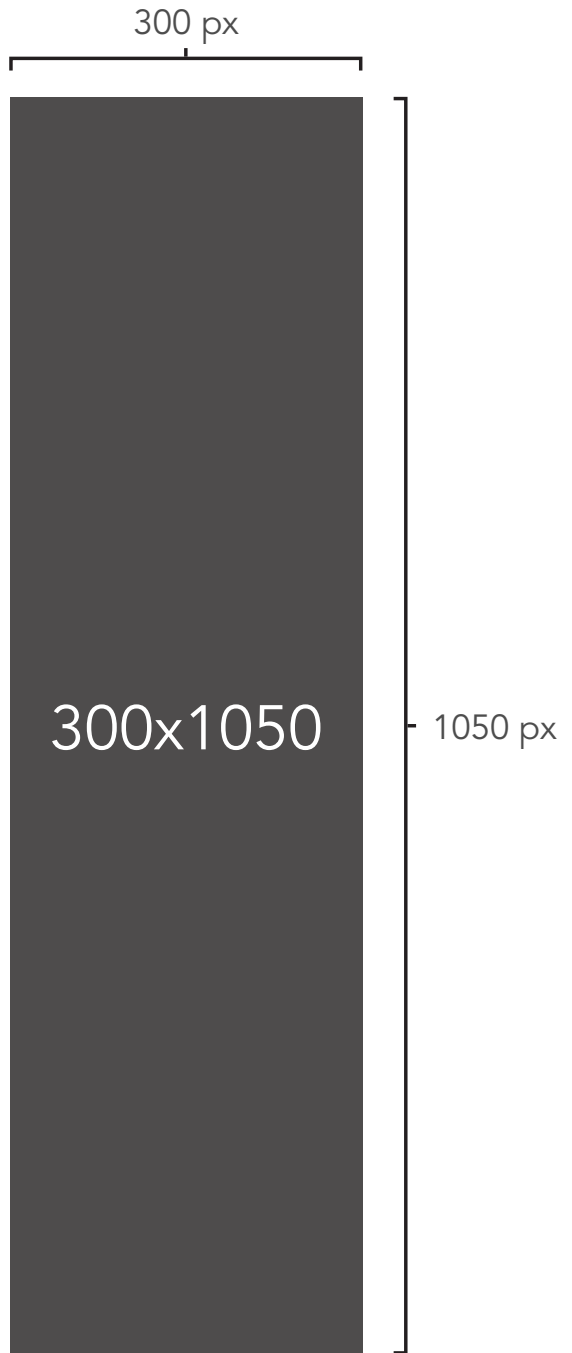- Unlimited file size for user-initiated video.

Deliverable:
3rd party tag, HTML5, iframe friendly tag

PORTRAIT

The IAB Portrait ad is a 300x1050 banner ad unit that allows various interactive features to be placed in a large canvas. The ad can contain video, images and other content that engages the user with great visuals and takes up sufficient space to get the user's attention.

Unless providing a third-party tag, Filmstrip units are built by NJ Advance Media. All you to need provide is a single 300x1050 segment and applicable click-through URL(s).

300 px

300x1050

1050 px

| Ad Size	Common Names	File Size	Animation	Required Text
300x1050	Portrait, IAB Portrait	200k max	15 sec max length	N/A
580x460 max	Expansion	Unlimited	Unlimted	"CLOSE" must be visible at all times

- All ANIMATION (VIDEOS/GIF/HTML5 Tag) MUST STOP AFTER 15 seconds. User initiated interactions/animations are unlimited.

- Audio must be user initiated with a CLICK only action.

- Video must be a minimum of 24fps; audio must be user-initiated (on click: mute/unmute); default state is muted; video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

- Unlimited file size for user-initiated video.

Deliverable:
3rd party tag, HTML5, iframe friendly tag

PORTRAIT (cont.)

Content

Content

Content

close ✕

Expansion

Content

Content
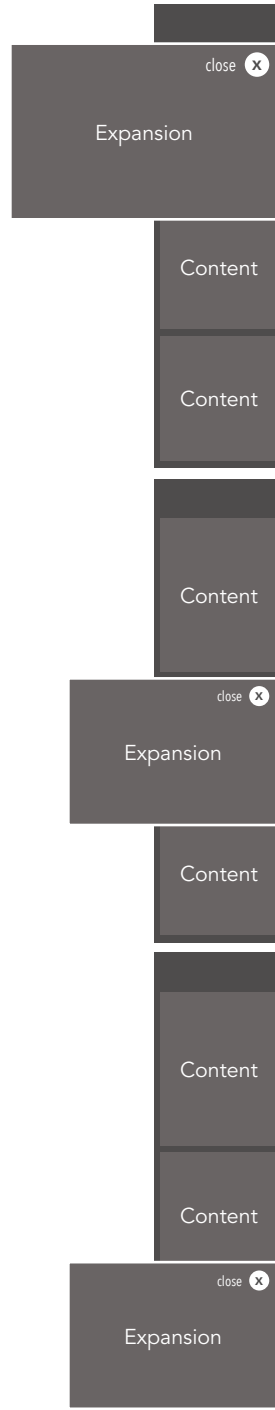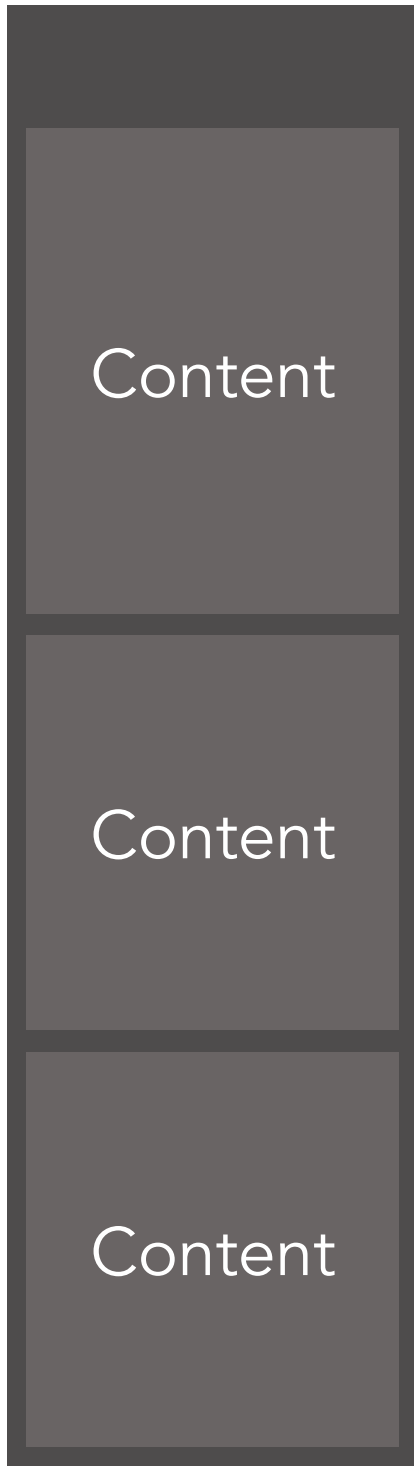
INITIAL DIMENSIONS:
270x460

EXPANDED DIMENSIONS:
580x460

Content

close ✕

Expansion

Content

INITIAL DIMENSIONS:
270x202

EXPANDED DIMENSIONS:
405x303

Content

Content

close ✕

Expansion

INITIAL DIMENSIONS:
270x202

**EXPANDED DIMENSIONS:**
405x303

Deliverable:
3rd party tag, HTML5, iframe friendly tag

PUSHDOWN

This ad unit is very similar to our previous sliding billboard. The 970x90 ad will auto expand once per day to a 970x415 for 7 seconds. The expansion can contain several types of content, apps, video and other rich media elements. The ad unit displays in collapsed state (970x90) on subsequent loads.

Unless providing a third-party tag, billboard units are built by NJ Advance Media. All you to need provide is each unit size and click-through URL(s).

Ad Size	Common Names	File Size	Animation	Required Text
970x90	Pushdown, IAB Pushdown	200k max initial load	7 sec max length	Button/text to open expansion
970x415	Show ad button, leave-behind, collapsed image	60k max	Unlimited user initiated	**"CLOSE"** must be visible at all times

970 px

Collapsed View show ad ⌄	90px
close Ⓧ Expanded View	415px
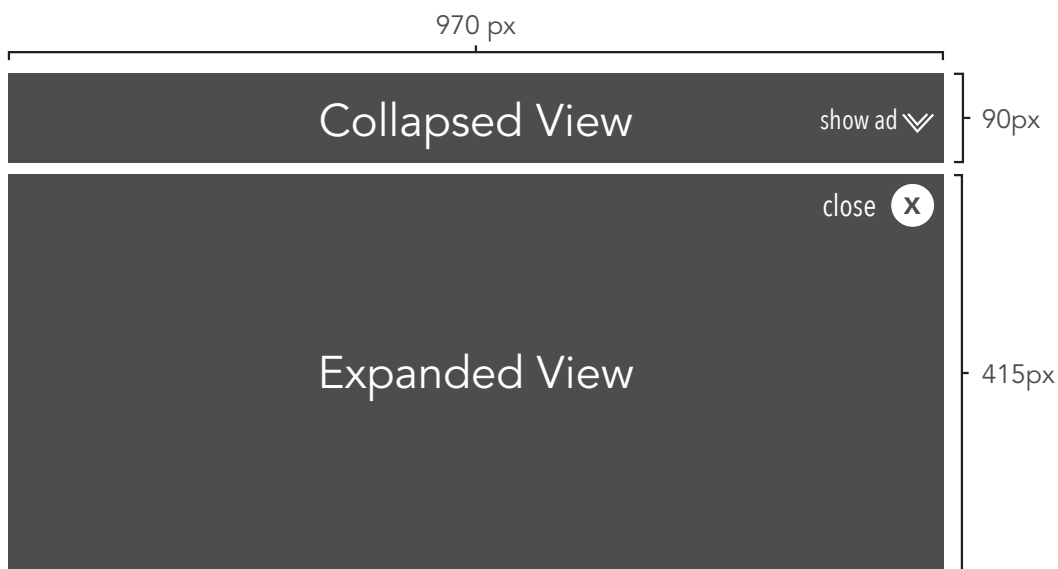
- "**CLOSE X**" collapses ad 100% when clicked, with "**SHOW AD**" button available that expands ad upon click.

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

- Audio must be user initiated with a CLICK only action.

- Video must be a minimum of 24fps; audio must be user-initiated (on click: mute/unmute); default state is muted; video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

Deliverable:
3rd party tag, HTML5, iframe friendly 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. 72 dpi.

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

Max file size: 10k

SINGLE-IMAGE SPECS
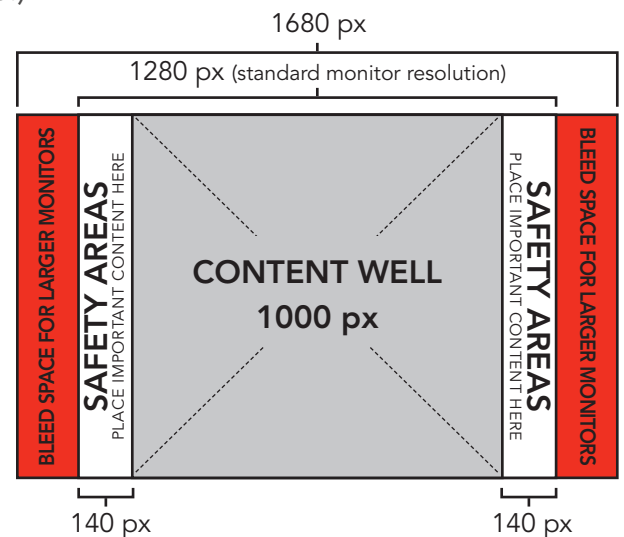*Deliverable:* JPG/GIF only. No animation. 72 dpi.

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.

1680 px

1280 px (standard monitor resolution)

BLEED SPACE FOR LARGER MONITORS

SAFETY AREAS
PLACE IMPORTANT CONTENT HERE

CONTENT WELL
1000 px

SAFETY AREAS
PLACE IMPORTANT CONTENT HERE

BLEED SPACE FOR LARGER MONITORS

140 px   140 px

- 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.

MOBILE ADS

Ad Size	Common Names	Resolution	File Size	Animation	File Format
320x50	Mobile Banner	72 dpi	60k max	yes	JPG, GIF
300x250	Mobile Rectangle	72 dpi	60k 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	Resolution	File Size	Animation	File Format
320x50	Mobile Banner	72 dpi	60k max	yes	JPG, GIF
640x106	Mobile Banner	72 dpi	60k max	yes	JPG, GIF
480x79	Mobile Banner	72 dpi	60k 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	Resolution	File Size	Animation	File Format
320x50	Mobile Banner	72 dpi	60k max	yes	JPG, GIF
300x250	Mobile Rectangle	72 dpi	60k max	yes	JPG, GIF

TABLET

Ad Size	Common Names	Resolution	File Size	Animation	File Format
728x90	Mobile Leaderboard	72 dpi	60k max	yes	JPG, GIF
300x250	Mobile Rectangle	72 dpi	60k max	yes	JPG, GIF

- All ANIMATION MUST STOP AFTER 15 seconds.

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

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

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	Resolution	File Size	Expansion Size	Expands
728x90	72 dpi	60k - 120k	728x270	Down
300x250	72 dpi	60k - 120k	600x250	Left
160x600	72 dpi	60k - 120k	320x600	Left
300x600	72 dpi	60k - 120k	600x600	Left
320x50	72 dpi	60k - 120k	320x480	Down

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
Length: 30 second recommended, 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.)

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	60kb	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	60kb	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

True View AD SPECIFICATIONS

TrueView in-stream ads run on videos served on YouTube watch pages or within Google Display Network videos, games and apps. These ads may also run on YouTube videos that are embedded on other sites. They can also appear on Android and iOS YouTube apps but not on m.youtube.com.

- Viewers can choose to skip the ad after 5 seconds.
- VPAID is not allowed on YouTube.
- Video length: :15, :30, :45,: 60 (recommended :15 or :30)
- Video formats:.MOV, .MPREG4, .MP4, .AVI, . WMV, .MPEGPS, .FLV, .3GPP, .WebM
- End of video should have a call to action

Companion leave behind:
300x60
Max file size 150kb
JPG, GIF
HTML5 NOT supported.
Flash is supported with a backup static image
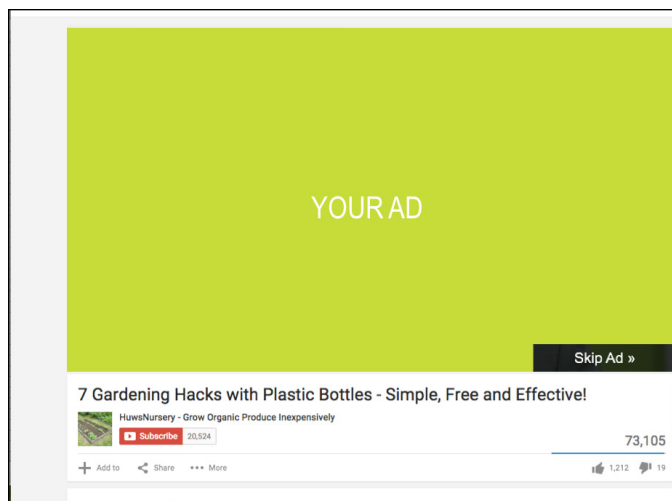
Video Ad   **Companion Ad**
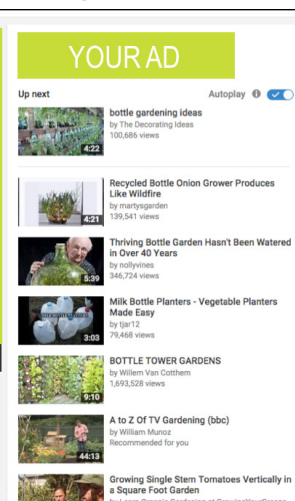
The NJAM Creative Services team does not create spec TrueView video as a standard practice. If you would like one created please email gdeak@njadvancemedia.com to discuss further.

Turn-key video production services are available. Please email gdeak@njadvancemedia.com to discuss options available.
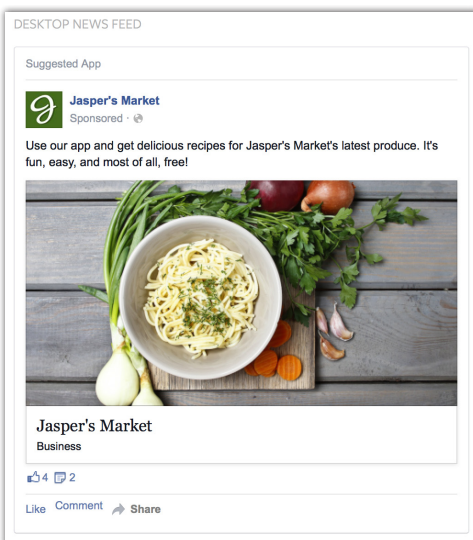
SOCIAL MEDIA ADS

FACEBOOK

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Post Guidelines
- **Headline:** 25 characters
- **Recommended image size:** 1200 x 628 pixels (max file size 1MB), 72 dpi
- **Text:** 90 characters
- **Link description:** 30 characters
- **Your image may not include more than 20% text**, which includes the text in a logo.

Video Design Guidelines
- **Text:** 90 characters
- **Headline:** 25 characters
- **Thumbnail image size:** should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text. See how much text is on your image.
- **Video:** H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- **Frames:** 30fps max
- **Format:** .mp4 container ideally with leading mov atom, no edit lists
- **Recommended Aspect Ratio:** 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillar boxing or letter boxing
- **Audio:** Stereo AAC audio compression, 128kbps + preferred
- **File Size:** Up to 1.75GB max
- **Bitrate:** No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.
- **Length:** 45 minutes max
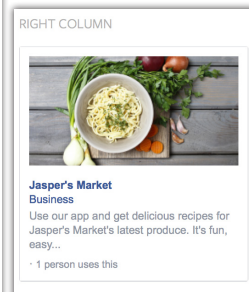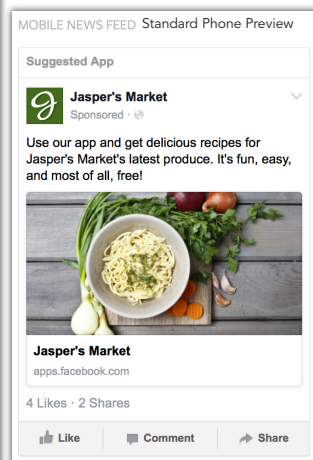
SOCIAL MEDIA ADS (cont.)

FACEBOOK CAROUSEL

Showcase 3-5 images and links within a single ad unit to direct people to specific locations on a client's website. The recommended image size ensures the image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.
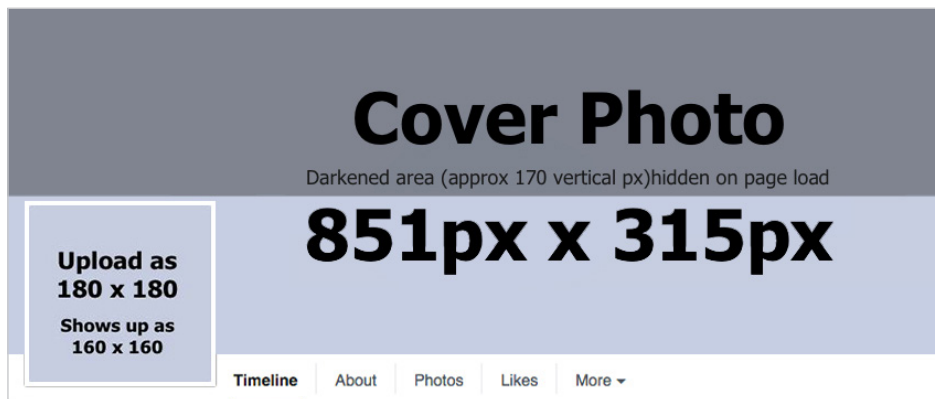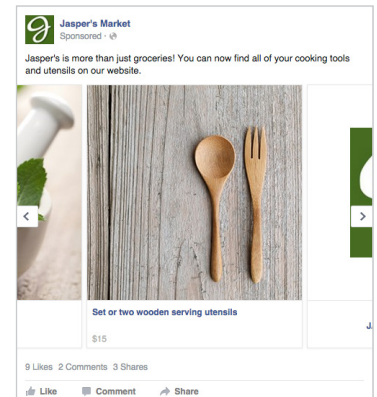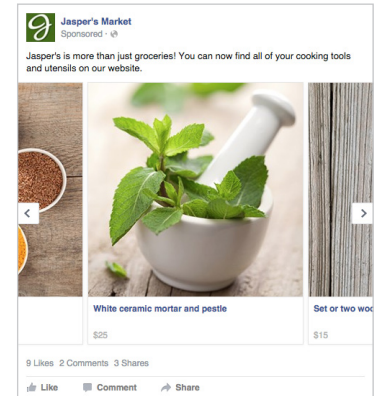
Post Guidelines
- Recommended image size: 600 x 600 pixels, 72 dpi
- Image ratio: 1:1
- Text: 90 characters
- Headline: 40 characters
- Link description: 20 characters
- Your image may not include more than 20% text

FACEBOOK COVER PHOTO

Post Guidelines
- Recommended image size: 851 x 315 pixels, 72 dpi (displays at 828 x 315 pixels on client page on desktop and 640 x 360 pixels on smartphones)
- Must be at least 399 pixels wide and 150 pixels tall
- Doesn't display on feature phones
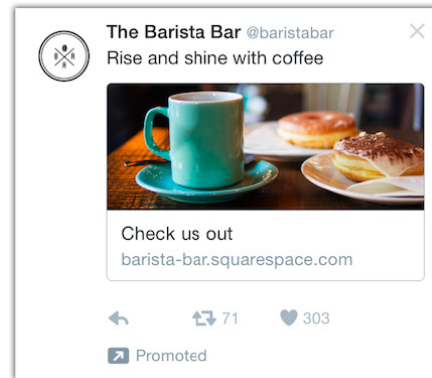- Loads fastest as an sRGB JPG file under 100 kilobytes
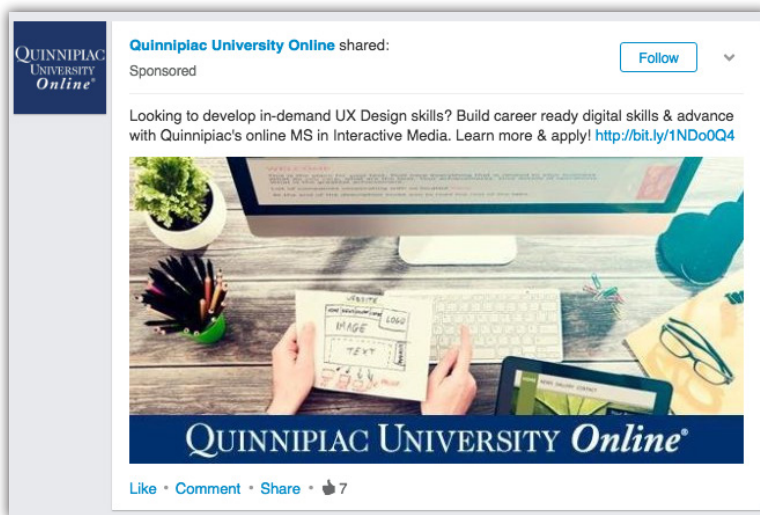
SOCIAL MEDIA ADS (cont. 2)

TWITTER

Website card
- Recommended image size: 800x320 pixels, 72 dpi (max file size 3MB)
- Text: 116 characters are available (24 characters are used for images)
- File types: .PNG, .JPG

LINKED IN

Sponsored Post Guidelines
- Recommended image size: 1200 x 627 pixels (max file size 1MB), 72 dpi
- Text: 75 characters

SOCIAL MEDIA ADS (cont. 3)

INSTAGRAM

Post Guidelines
- Recommended image size: 1080 x 1080 pixels (max file size 1MB)
- Text: 125 characters
- Your image may not include more than 20% text. See how much text is on your image here

Video Post Design Guidelines
- Video aspect ratio: 1.9:1 to 1:1
- Minimum resolution: 600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square), 72 dpi
- Minimum length: 2.5 seconds
- Maximum length: 30 seconds
- File type: .mp4
- Supported video codecs: H.264, VP8
- Supported audio codecs: AAC, Vorbis
- Maximum size: 30MB
- Frame rate: 30fps max
- Bitrate: No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.
- Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text. See how much text is on your image here
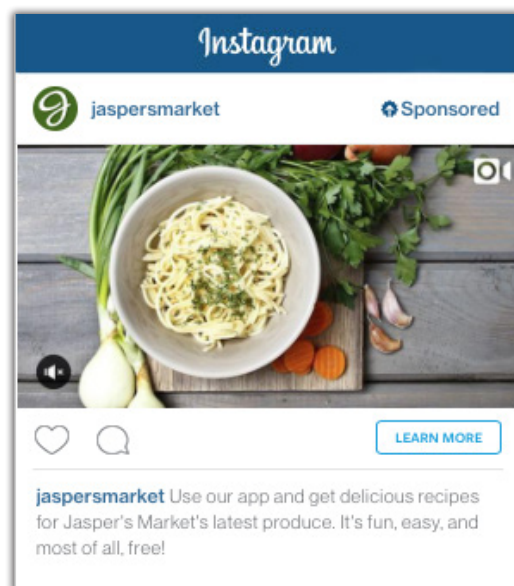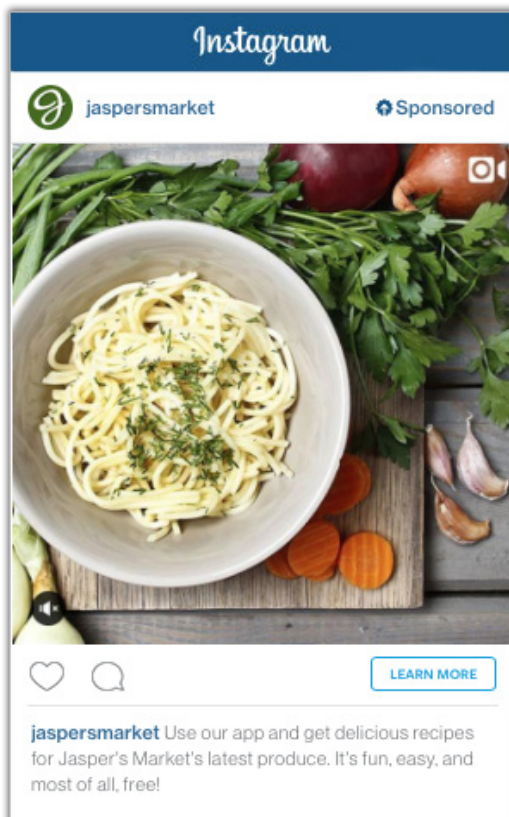
ADDITIONAL INFO

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.