



REPRESENTING  
**nj**com

# Creative Specifications for Online Ads



## TABLE OF CONTENTS

### Contents

STANDARD ADS .....	3
BILLBOARD ADS .....	4
FILMSTRIP ADS .....	5
PORTRAIT ADS .....	6
PUSHDOWN ADS .....	7
WALLPAPER ADS .....	8
MOBILE ADS .....	9
HIGH SCHOOL SPORTS MOBILE ADS .....	9
MOBILE APP ADS .....	9
REAL DEALS EBLAST .....	10
RESPONSIVE RICH MEDIA (RRM) ADS .....	11
HTML5 AD SPECIFICATIONS.....	12
TRUE VIEW .....	13
SOCIAL MEDIA ADS .....	14
SOCIAL MEDIA ADS (cont. 2) .....	15
SOCIAL MEDIA ADS (cont. 3) .....	16
SOCIAL MEDIA ADS (cont. 4) .....	17
SOCIAL MEDIA ADS (cont. 5) .....	18
ADDITIONAL INFO .....	19

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
160x600	Skyscraper	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

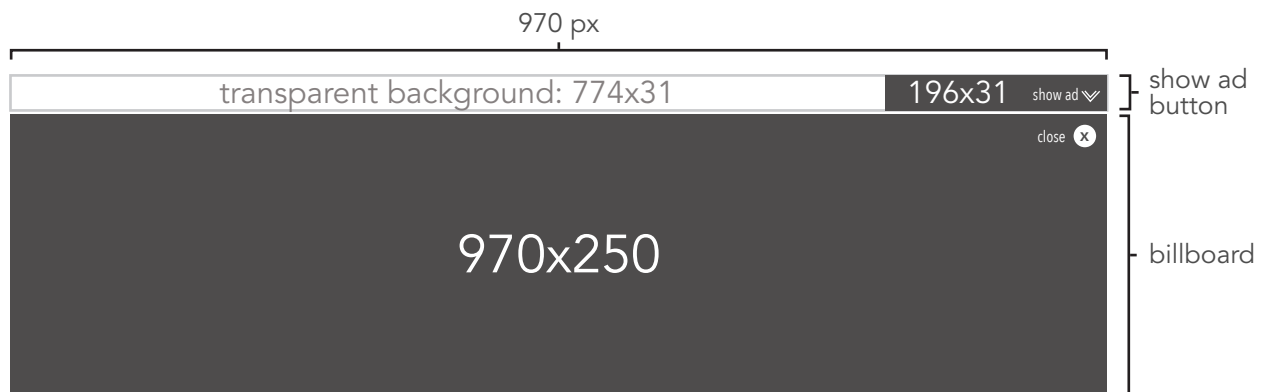
**For Animated:** GIF file or HTML5 Tag

## 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 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	<b>"CLOSE"</b> must be visible at all times
<b>970x31 total size</b> 774x31 transparent background: flush left 196x31 button: flush right	Show ad button, leave-behind, collapsed image	60k max	none	<b>"SHOW AD"</b>



- **"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 transparent.
- 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:*

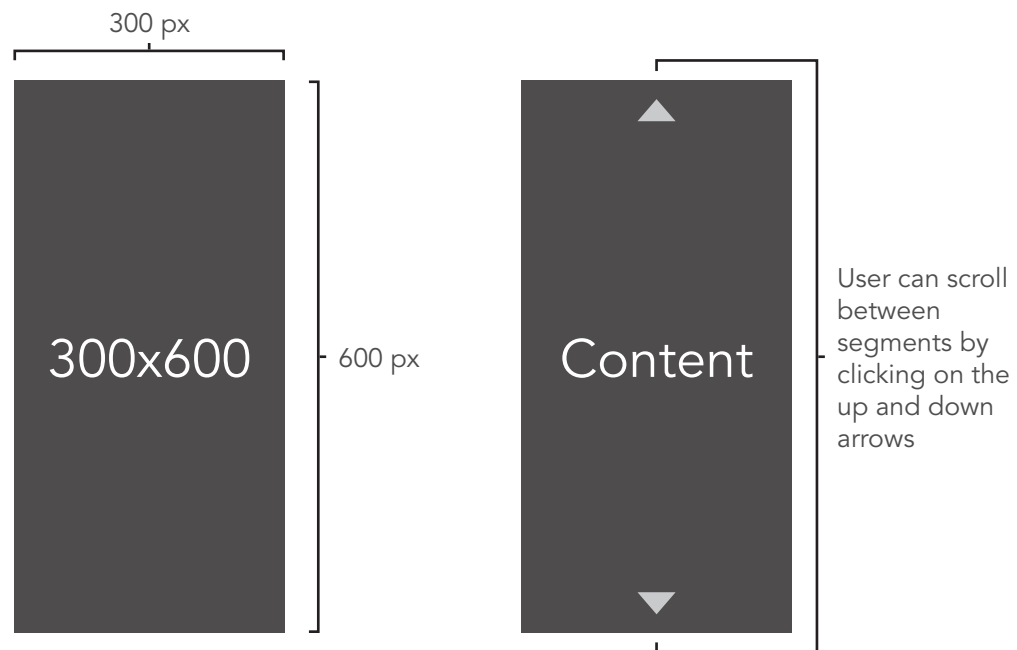
**3rd party tag, HTML5, iframe friendly tag**

## 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 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



- 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**

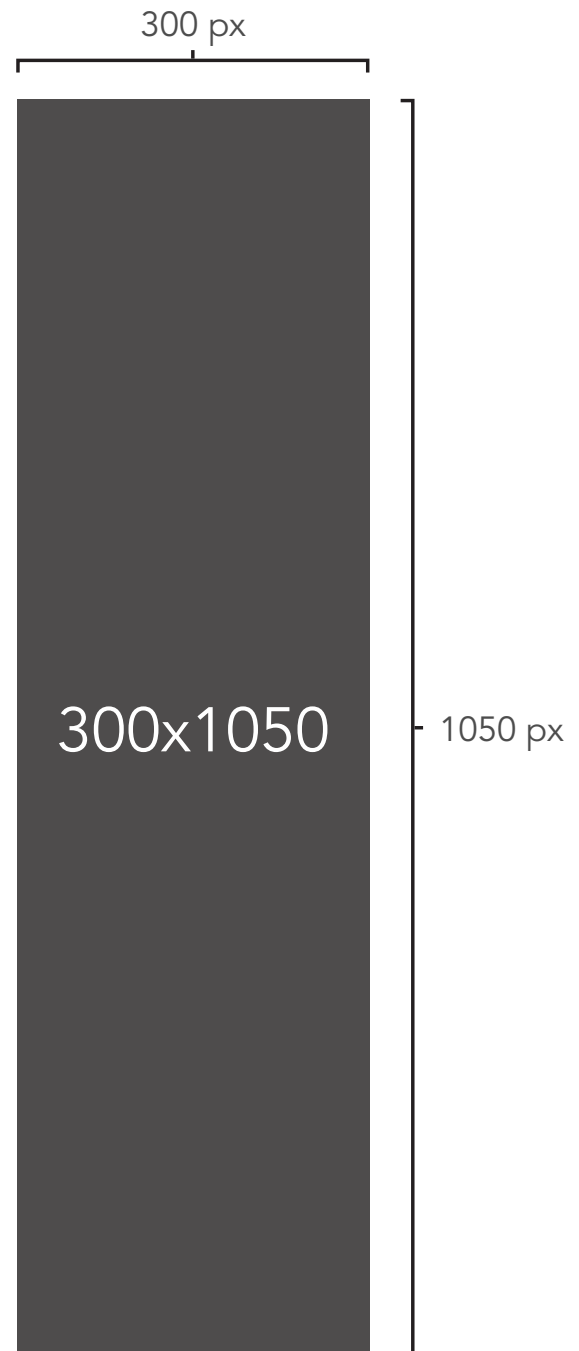
## PORTRAIT

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).

Ad Size	Common Names	File Size	Animation	Required Text
300x1050	Portrait, IAB Portrait	200k max	15 sec max length	N/A

- 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:*

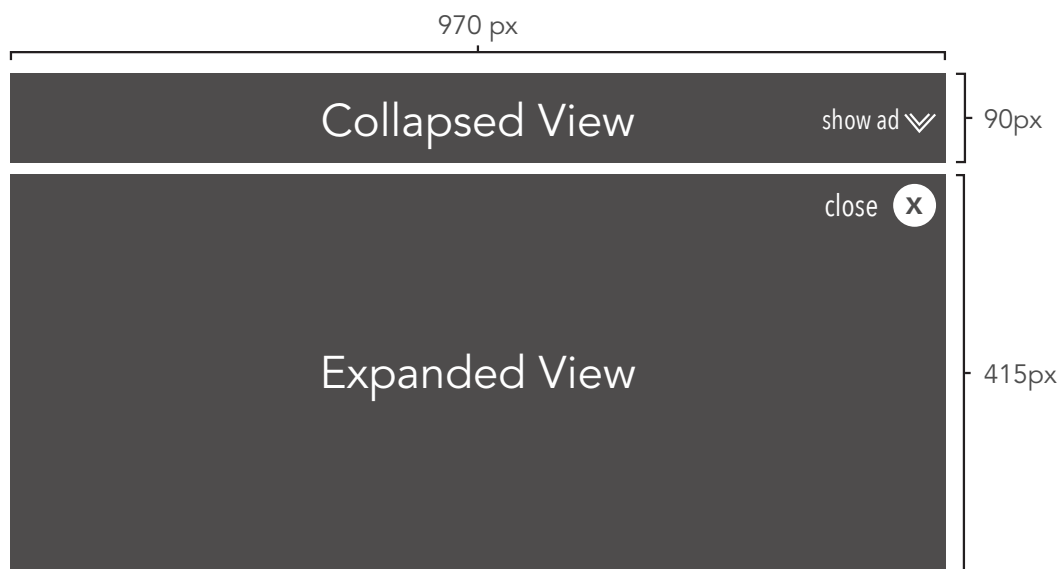
**3rd party tag, HTML5, iframe friendly tag**

## 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 need provide is each unit size and click-through URL(s).

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



- **"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.

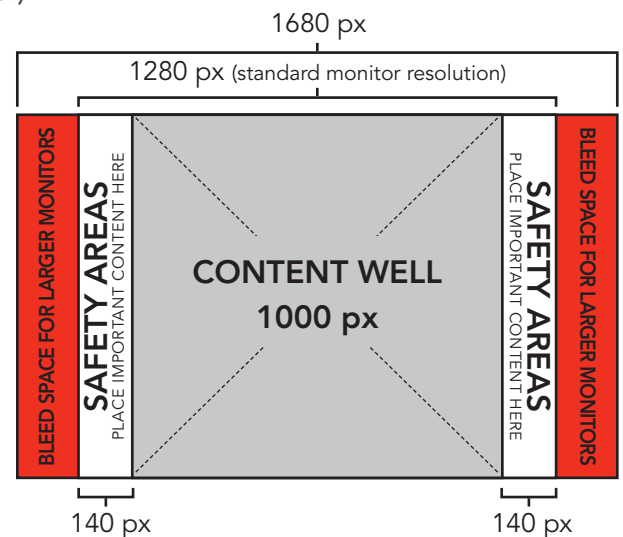
**Dimensions:** 1280-1680 pixels wide, 800-1600 pixels high

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 side 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.



## MOBILE ADS

Ad Size	Common Names	Resolution	File Size	Animation	File Format
320x50	Mobile Banner/ Mobile Adhesion Units	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 Adhesion Units (unit is layered over article at bottom and is in constant view) or Mobile Banners (unit displays between articles).

### 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	600x600	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

- Accepted file types JPG, PNG, and GIF.
- User clicks/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, GIF Files

**Click Through URL**

**Video if applicable:** Consult index for video specs

## HTML5 AD SPECIFICATIONS

If providing HTML5 files, please use Adobe Animate to build ads and provide a zipped publish folder. Ads created using Edge Animate are not supported.

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

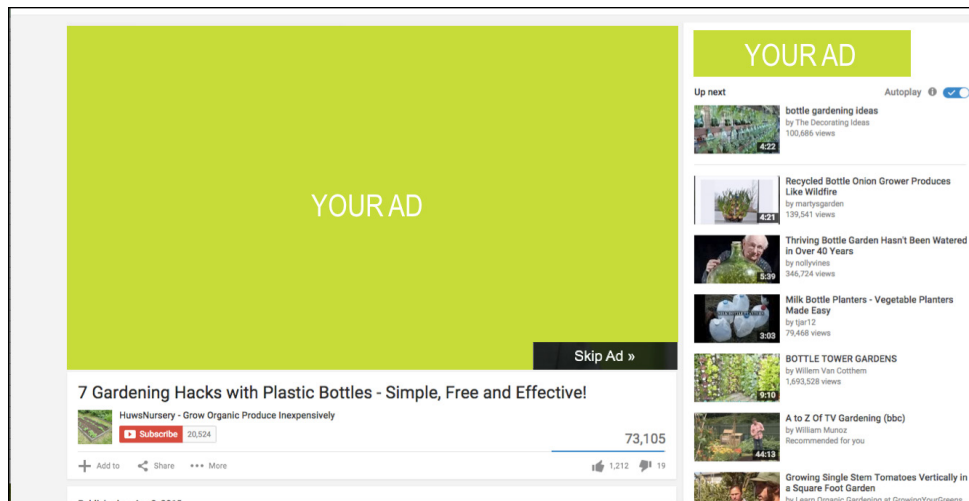
Max file size 150kb

JPG, GIF

HTML5 NOT supported.

Flash is supported with a backup static image

Video Ad



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](mailto:gdeak@njadvancemedia.com) to discuss further.

Turn-key video production services are available. Please email [gdeak@njadvancemedia.com](mailto:gdeak@njadvancemedia.com) to discuss options available.

## SOCIAL MEDIA ADS

### FACEBOOK

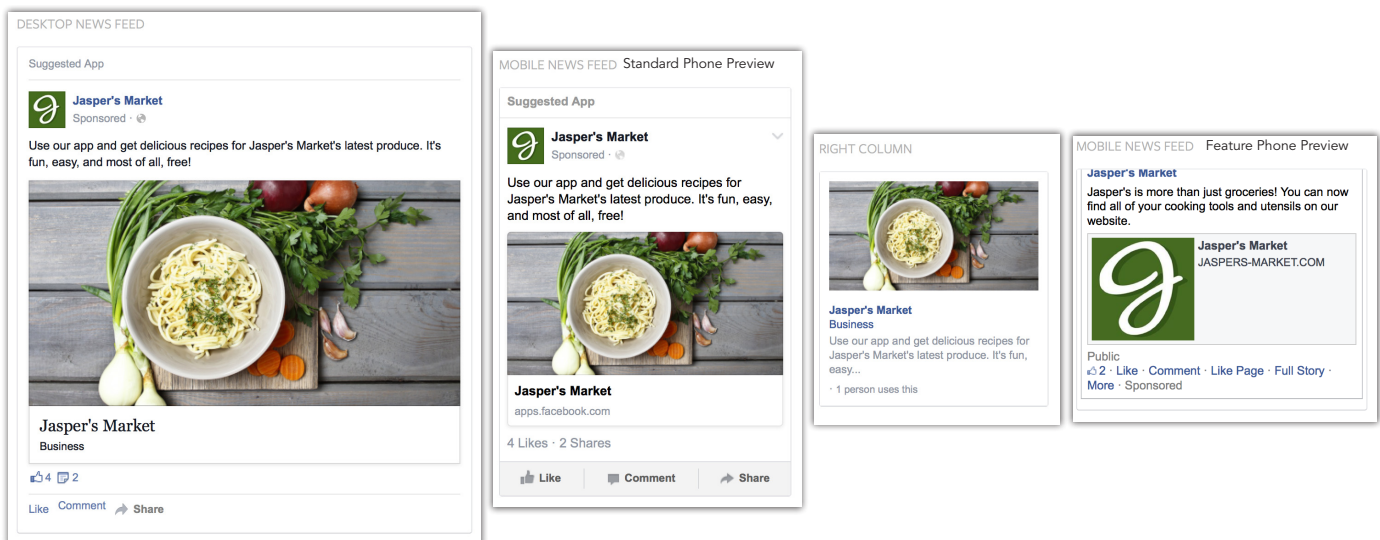
Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

#### 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. 2)

### 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.

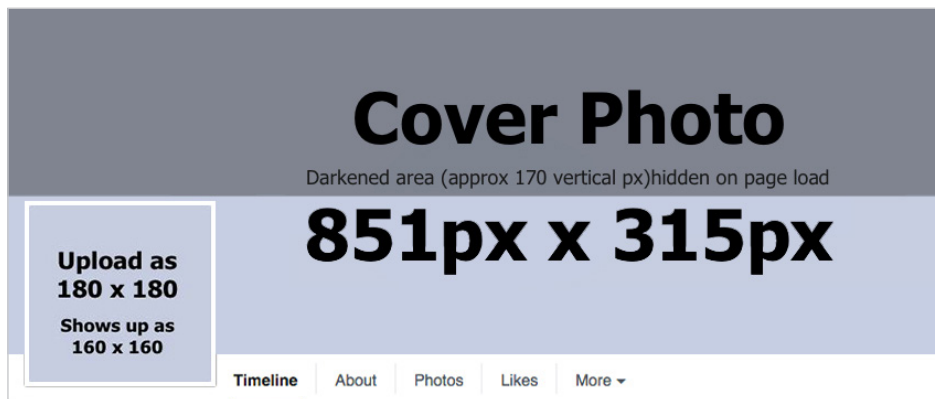
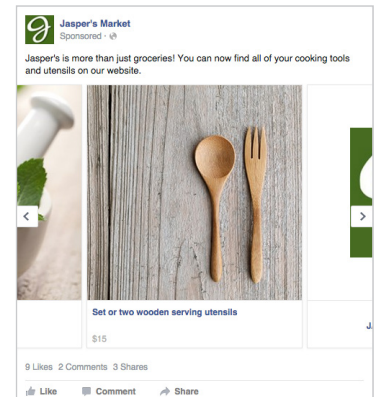
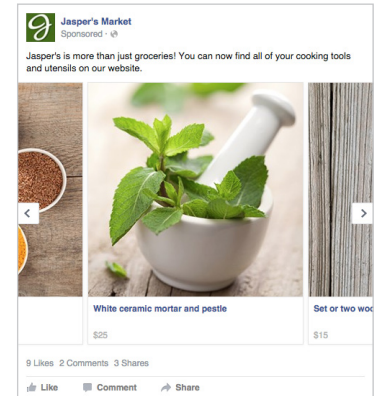
#### Post Guidelines

- 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. 3)

### FACEBOOK PAGE LIKES

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


- Recommended image size: 1,200 x 444 pixels
- Image ratio: 2.7:1
- Text: 90 characters
- Headline: 25 characters
- Your image should include minimal text.

[See how the amount of text](#) in your ad image will impact the reach of your ad.

#### DESKTOP NEWS FEED


Suggested Page

---




**Jasper's Market**  
Sponsored


We are now open downtown. Like our Page for the latest news and invites to special events.




**Jasper's Market**  
Company  
605,288 people like this.

 Like Page

#### RIGHT COLUMN



**Jasper's Market**  
We are open!  
We are now open downtown. Like our Page for the latest news and invites to special events.

 Like Page

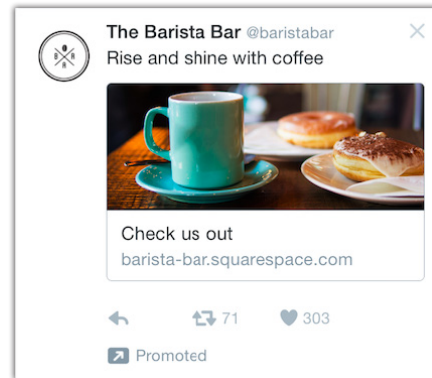


## SOCIAL MEDIA ADS (cont. 4)

### TWITTER

#### Website card

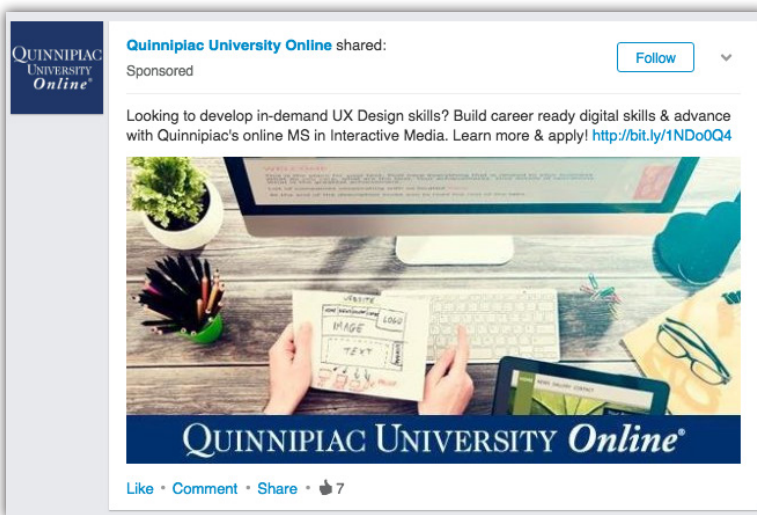
- Recommended image size: 800x320 pixels, 72 dpi (max file size 3MB)
- Text: 116 characters are available (24 characters are used for images)
- File types: .PNG, .JPG



### 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. 5)

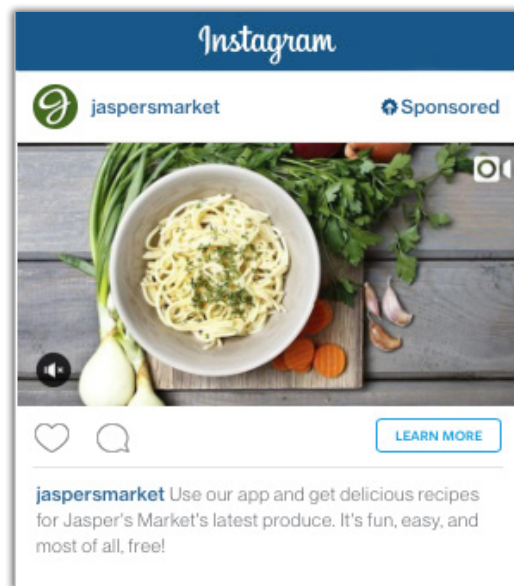
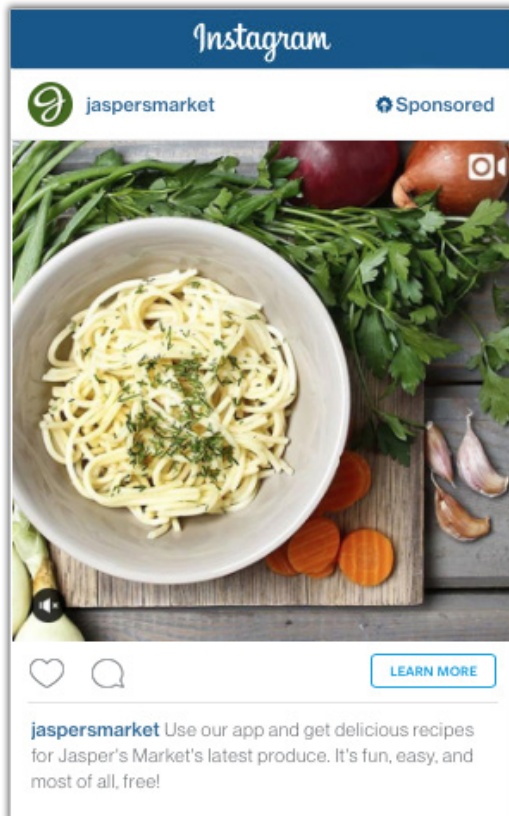
### INSTAGRAM

#### 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.