DIGITAL AD SPECS

11/13/18

DESKTOP ADS

Leaderboard |
Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 728x270

Half Page |
Dimensions: 300x600
File Size: 60 kb
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable size: 300x600 > 560x600

Wide Sky |
Dimensions: 160x600
File Size: 60 kb
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
160x600 > 320x600

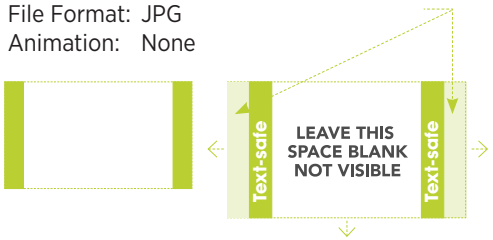
Native Display |
Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.

Rectangle |
Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 600x250
RRM and IBV available for desktop

Adhesion |
Dimensions: 970x90
File Size: 60 kb Max
File Format: JPG, GIF
Animation: GIF, 15 sec max
This unit remains visible at the bottom of the browser window at all times.

Gmail Ad |
Dimensions: 650 wide x 300-1000 high
File Size: 800 kb Max
File Format: JPG, PNG, GIF
Animation: None
This is a static unit that displays within Gmail.

Wallpaper |
Dimensions: 1280-1680 wide x 800-1600 high
Text-Safe Area: 140px (on each side)
(1002px of white space in the center. Due to different monitor sizes, the full width may not be seen on all monitors; plan accordingly.)
File Size: 200 kb max, 100 kb optimal
File Format: JPG
Animation: None



Billboard |
Dimensions: 970x250
File Size: 200 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV

CTA Branded Footer |
Dimensions: 620 wide x up to 200 high
File Size: 60 kb Max
File Format: JPG, PNG
Animation: None
Must include a prominent call to action

HOMEPAGE INTERIOR PAGE EXTENDED REACH

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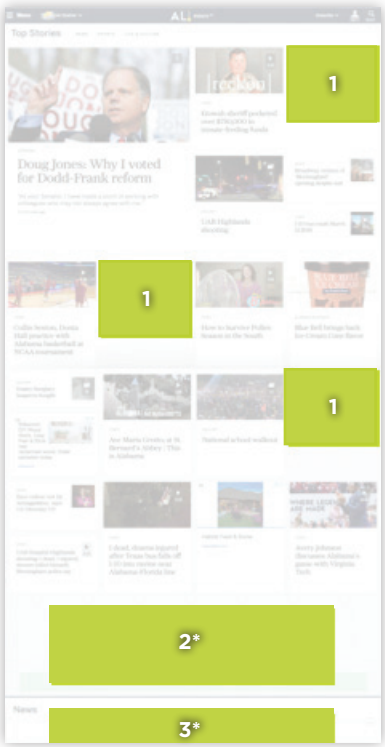
DESKTOP PRODUCTS

Homepage Takeover

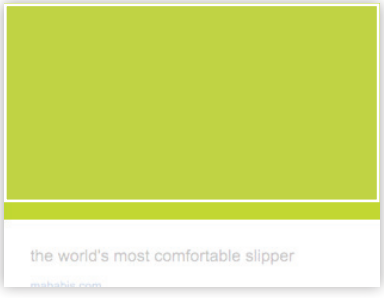


Units Included

1 | Rectangle x3, or Native Display Click-Out + 2 rectangles
2 | Billboard
3 | Adhesion
4| Leaderboard*
*For devices that can't fit a 970px width, the Leaderboard is served

Best practice: use a different layout for each rectangle. Instructions must indicate if the Native Display Click-Out is included.

Will click to external destination
Served on DFP



Units Included

Native Display Ad

Interior Page Takeover

Units Included

1 | Leaderboard
2 | Pushdown or Billboard
3 | Wallpaper
4 | Rectangle of Half Page

File Format: JPG, PNG, no tags
Animation: None

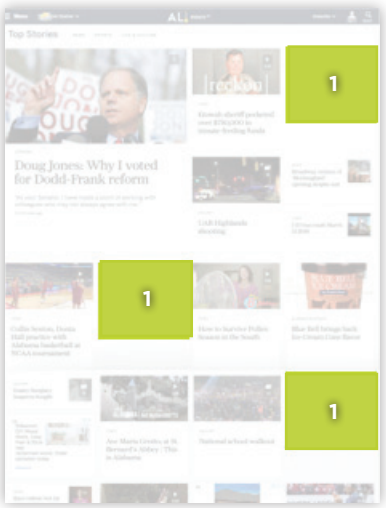
Served on Nativo; these ads appear on the Sponsored Content article page

Units Included

All Units Optional
1 | Leaderboard
2 | Rectangle, or Half Page*
3 | CTA Footer

**Desktop only; built if requested*

Homepage Roadblock



Units Included

1 | Rectangle and/or Native Display, x3

Best practice: use a different layout for each rectangle

Interior Roadblock

Units Included

1 | Leaderboard
2 | Rectangle

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MOBILE ADS

Leaderboard

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 1024x768 (tablet only)

Native Display

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.

Rectangle

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 1024x768 (tablet only)
300x250 > 320x480 (mobile only)
RRM and IBV available for mobile browser, and extended reach mobile apps.

Mobile Adhesion

Advance Local sites only
Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, no tags
Animation: GIF, 15 sec max

Mobile Banner

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expands to:
320x50 > 320x480
RRM available for mobile browser, and extended reach mobile apps.

MOBILE PRODUCTS

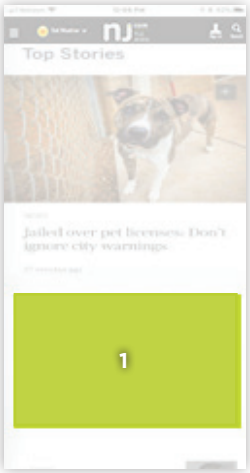
Mobile Homepage Takeover

Units Included

1 | Rectangle and/or Native Display, x4
2 | Mobile Adhesion

Best practice: use a different layout for each rectangle

Mobile Homepage Roadblock

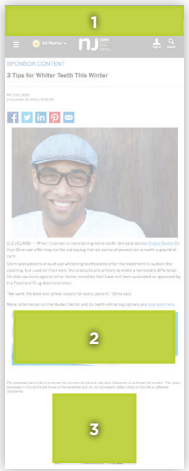


Units Included

1 | Rectangle and/or Native Display, x3

Best practice: use a different layout for each rectangle

Mobile Native Display Click-In



Units Included

1 | Mobile Banner
2 | CTA Footer
3 | Rectangle

HOMEPAGE INTERIOR PAGE EXTENDED REACH

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SOCIAL ADS

Use these guidelines to design an image that looks good everywhere it appears on social media.
The recommended image size ensures your image always looks high quality.

Facebook & Instagram Single Image Post

Dimensions: 1200x628
(Your image may not include more than 20% text, which includes the text in a logo.)
File Size: 2 MB max (or video 2GB)
File Format: JPG, PNG
Video: MP4, MOV

Facebook & Instagram Carousel

Dimensions: 1080x1080
Cards: 2 minimum, 10 maximum
File Size: 2 MB max (or video 2GB)
File Format: JPG, PNG
Video: MP4, MOV

Twitter Website Card

Dimensions: 800x320
File Size: 3 MB
File Format: JPG, PNG

LinkedIn Sponsored Post

Dimensions: 1200x627
File Size: 1 MB max
File Format: JPG, PNG

YouTube TrueView Video | 1

Aspect Ratios: 16:9, 4:3
Frame Rate: 30 FPS
File Size: 1 GB max
File Format: MP4, MOV, WMV, 3GPP, AVI
Video Length: 12 seconds minimum
180 seconds maximum recommended

- Viewers can choose to skip the ad after 5 seconds
- VPAID is not allowed on YouTube
- End of video should have a call to action

YouTube Companion Ad | 2

Dimensions: 300x60
File Size: 150 kb
File Format: JPG, PNG, GIF

HTML Email for Real Deals & Targeted Email

Width: 600 pixels (recommended)
Height: 600-1000 pixels (recommended)
Images: 72 dpi, JPG, GIF, PNG

- All emails must be responsive
- Use inline-CSS only
- All the content must reside BETWEEN <body> and </body>
- All tables should contain <align="center">

NOT ALLOWED

- Background Images or nested background colors
- Javascript, Flash, or other plugins

DESIGN BEST PRACTICES

- To avoid getting your message in spam, use 80% text, 20% images in the email
- All the hex numbers for colors must start with # and be 6 digits
- The email should make sense even without the graphics for those recipient who block images by default.
- Avoid thick borders, spam-like words, and excessively large fonts

DIGITAL AD SPECS

Ad Specifications for Advertisers/Agencies providing Creative

HTML5 Creative

HTML5 displays across all devices, unlike older creative formats such as Flash. It is the industry best practice for non-static creative and may include animation, video, multiple click throughs, widgets and other custom user interactions.

We prefer to either build original creative or follow a provided design layout to produce HTML5 ad tags to ensure ads meet ad server specifications so there is no delay with the campaign flight or error in campaign reporting. If you would like us to follow your provided layout, please include original files or assets. We will mimic your layout and user experience to the extent allowed by ad specs and our HTML5 design technology.

We can accept provided HTML5 ad tags (Doubleclick, for example) as long as ads are built to ad server specs outlined in this guide. This means that the provided tag must be SSL compliant and site-ready to serve as is. Any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click-tracking and impression macros so that we can track and optimize for our ad servers. We cannot be responsible for tracking code, creative edits nor trouble shooting in third-party provided ad tags.

Responsive Rich Media (RRM) is HTML5 creative that includes video or expansion.

In-Banner Video (IBV) is HTML5 creative that plays video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player.

If providing creative components for expandable responsive rich media or in banner video ads, please adhere to the following:

- If possible, we prefer original, editable design files with links and fonts: Adobe PSD, INDD, AI.
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF.
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS.
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more.
- Ad must expand on click or countdown on hover and audio must be user initiated.

If providing video, we'll need:

- The original video file as MOV, or MP4.
- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

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HTML File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE	FILE TYPE
HTML5 Desktop / Tablet	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	200 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	2.2 mb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	10 mb	HTML5, JPG, PNG, GIF
	Video (optional)	4 mb	MP4, OGG, WebM
HTML5 Mobile	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	80 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	200 kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF

SSL Compliant Creative

Advance Local sites use a secure protocol (https://) to protect users privacy and data. With this commitment to our users, any display ads which are scheduled to deliver on our local sites need to be SSL compliant. All components of third-party display ads, including creative and tracking, must be able to serve via SSL (https://) without any disruption to the browser, page, or user. Static creative (JPG, PNG, GIF) is secure by default.

Flash/SWF files

Flash is no longer supported across all desktop browsers. We must rebuild Flash creative into JPG, PNG, GIF or HTML5 (usually HTML5 to replicate animation). While we prefer original files to build the ads in-house, we can "pull apart" creative elements in a Flash/SWF file. That said, sometimes there's a bit of image quality loss and if the fonts aren't outlined, we'll replace them with the closest available from our font library.

In-App ads for Mobile and Tablet

Static and HTML5 ads are accepted on mobile apps. HTML5 creative for in-app must be MRAID formatted.

Extended Reach Networks

We work with a number of network exchanges and ad servers, each with their individual specifications. All accept static creative and many accept HTML5 following the specs outlined in this document. Please consult your account executive for details on specific requirements for extended reach campaigns.