

DIGITAL AD SPECS



9-16-21

DESKTOP ADS

Leaderboard |

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV



Half Page |

Dimensions: 300x600
File Size: 60 kb
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV
RRM and IBV available for desktop



Native Display |

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no HTML5
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.



Portrait |

Dimensions: 300x1050
File Size: 250 kb Max
File Format: JPG, GIF, HTML5*
*HTML5 capabilities such as video, slideshow, and multiple CTAs are allowed; no expansion.



Rectangle |

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV
RRM and IBV available for desktop



Adhesion |

Dimensions: 970x90
File Size: 60 kb Max
File Format: JPG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max
This unit remains visible at the bottom of the browser window at all times.



Billboard |

Dimensions: 970x250
File Size: 150 kb Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV
RRM and IBV available for desktop



CTA Branded Footer |

Ad for Sponsored Content
Dimensions: 620 wide x up to 200 high
File Size: 60 kb Max
File Format: JPG, PNG, no HTML5
Animation: None
Must include a prominent call to action



Native Video |

30 seconds MAX
Dimensions: 16:9 - 1280x720
4:3 - 640x480
File Size: 10 MB max file size
File Formats: MP4, MOV, AVI, AMV, VAST tag

CANNOT accept hosted video via YouTube, Vimeo, etc. Commercials are allowed

In Story Video |

Hosted creative
File Size: 50MB
File Formats: MP4, MOV recommended
Length: 15 or 30 seconds
Resolution: Max 1920*1080
Min 640*360
Aspect Ratio: 16:9 (4:3 not supported)

Mobile Only Video |

Full Page Native Unit
Advertiser: 25 Characters
Thumbnail's: 100x100px
Body Text: 280 Characters
Specs: 1:1 aspect (1080x1080px)
300K max file size
Video Specs: 9:16 (600x1067px) we can also accept aspect ratios like 1:1 or 1:1:91, VAST, MP4 max video length of 30s and 10MB

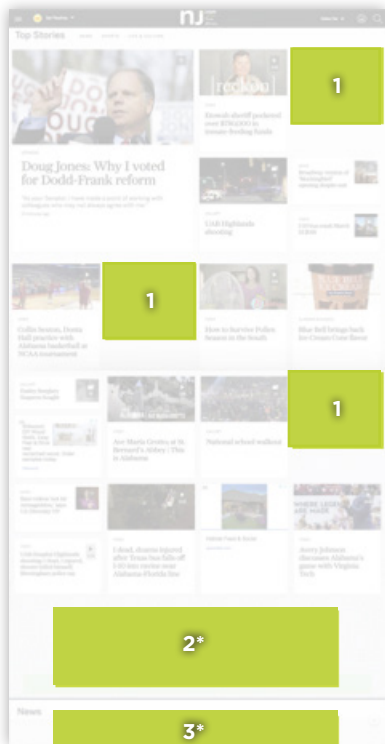
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DESKTOP PRODUCTS

Homepage Takeover

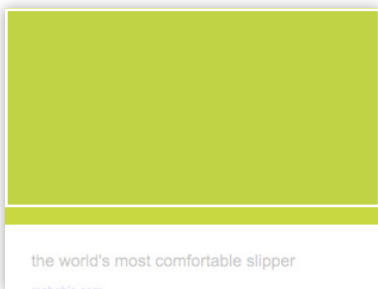


Units Included

- 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

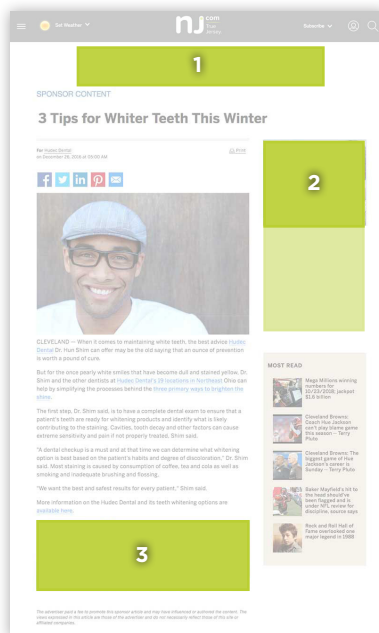


Units Included

- 1 | Leaderboard
- 2 | Wallpaper
- 3 | Rectangle of Half Page

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

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

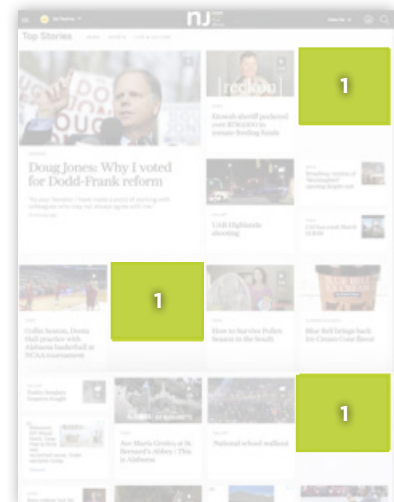


Units Included

- 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

DIGITAL AD SPECS



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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)



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 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.



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.



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 Full Page | 🏠 📱 ➡

Dimensions: 1080x1080 static image or 16:9, 1:1, 9:16 video. 16:9 video would be the default
 With 100x100 thumbnail
 Body Text: 280 characters
 Advertiser Name: 25 Characters



MOBILE PRODUCTS

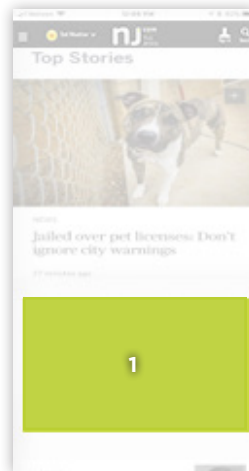
Mobile Homepage Takeover



Units Included

1 | Rectangle and/or Native Display, x4
 2 | Mobile Adhesion
 Best practice: use a different layout for each rectangle

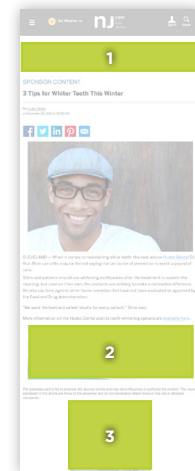
Mobile Homepage Roadblock



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



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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: 1080x1080
(Your image may not include more than 20% text, which includes the text in a logo.)
File Size: 30 MB max (or video 2GB)
File Format: JPG, PNG
Video: MP4, MOV



Facebook & Instagram Carousel

Dimensions: 1080x1080
Cards: 2 minimum, 10 maximum
File Size: 30 MB max (per image)
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



Facebook & Instagram Image Stories

Visible for 5 seconds or until the user swipes up
Dimensions: 1080x1920
1080x1420 title-safe area
File Size: None
File Format: JPG, PNG, GIF, MOV

Facebook & Instagram Video Stories

Visible for up to 15 seconds
Dimensions: 9:16 Ratio (1080x1920)
1080x1420 title-safe area
File Size: 4 GB Max
File Format: Most File Types

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



Masthead Copy

Header Image

Headline

Body Copy

Call to Action

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.

OPTIMAL VIDEO FILE FORMATS:

RESPONSIVE RICH MEDIA

Maximum File Size: 500MB
Video Codec: H.264
File Type: mp4, mov
Length: 15 or 30 seconds

Video does NOT auto play and is muted to start

OUTSTREAM

Maximum File Size: 5MB
Video Codec: H.264
File Type: mp4, mov
Length: 15 or 30 seconds

Video does NOT auto play and is muted to start

Resolution: max 1920x1080 min 640x360
Aspect ratio: 16:9 (4:3 not supported)

TRUVIEW

Maximum File Size: N/A
Video Codec: H.264
File Type: mov, mpeg4, mp4, avi, wmv, mpegps, 3gpp, webm
Length: 15, 30, 45, or 60 seconds
Resolution: max 1920x1080 min 640x360
Aspect ratio: 16:9 (4:3 not supported)

TRUVIEW COMPANION AD

Ad Size	Common Name	Resolution	File Size	Animation	File Format
300x60	TruView Companion	72 dpi	150k max	YES	JPG, GIF

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.