



# DIGITAL AD SPECS

## DESKTOP ADS

### Leaderboard | 🏠 📺 ➡

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

### Half Page | 📺 ➡

Dimensions: 300x600  
File Size: 60 kb  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV

### 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.

### Rectangle | 🏠 📺 ➡

Dimensions: 300x250  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, ad tags  
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  
Animation: GIF, 15 sec max  
This unit remains visible at the bottom of the browser window at all times.

### Native Click-Out Display

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

#### Other important needs/specs:

- Image CANNOT have prominently featured text or logos

#### Article headline (separate text)

- 90 characters MAX (best practice is to keep it closer to 50 characters). Spaces contribute to the character limit

#### Body text (separate text)

- 90 characters MAX. Spaces contribute to the character limit

**Advertiser name** as they would like it to appear on the ad [Advertiser Name]

- 25 characters MAX. Spaces contribute to the character limit

**Clickthru URL** for Headline/Thumbnail

### Portrait | 📺

Dimensions: 300x1050  
File Size: 250 kb  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV  
Restrictions: GAM only (no extended reach. Desktop only, no Homepage). Appears on the right rail only.

### Billboard | 🏠 ➡

Dimensions: 970x250  
File Size: 150 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

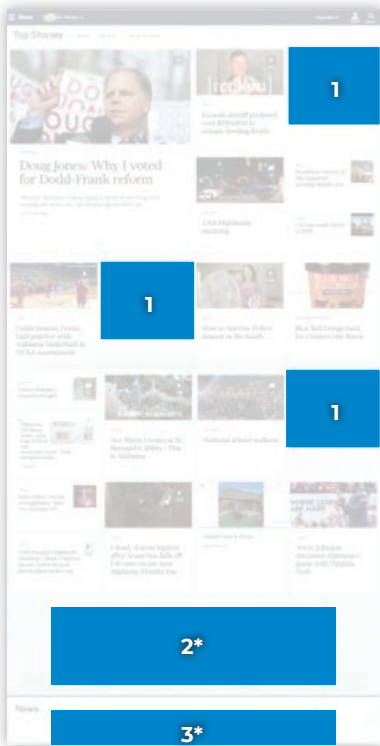
🏠 **HOMEPAGE**

📺 **INTERIOR PAGE**

➡ **EXTENDED REACH**

# DESKTOP PRODUCTS

## Homepage Takeover



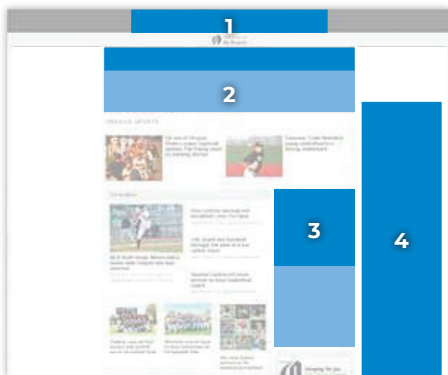
### Units Included:

- 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.

## Interior Page Takeover

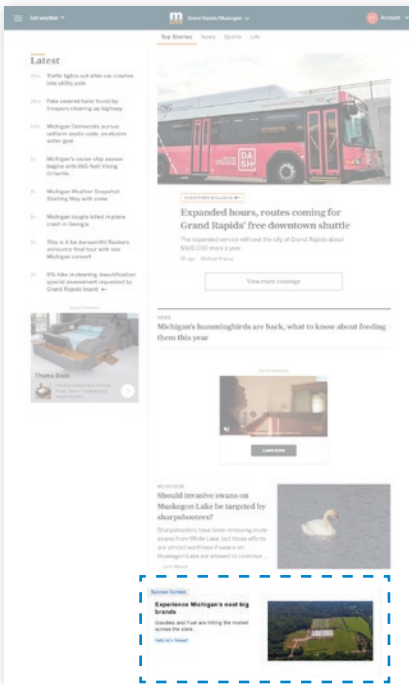


### Units Included:

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

## Native Click-In Display

The specs: Image, Headline and Preview text all pulled from Sponsor Content Roadblock.



## Sponsor Content Roadblock

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

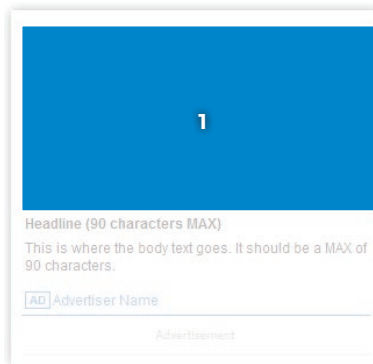
- 1 | Leaderboard
- 2 | Rectangle, or Half Page\*
- 3 | CTA Footer

\*Desktop only; built if requested

## Native Click-Out Display

Will click to external destination

Served on DFP



### Units Included:

- 1 | Native Display Ad



## MOBILE ADS

### Leaderboard | 🏠 📱 ➡

(Tablet only)  
 Dimensions: 728x90  
 File Size: 60 kb Max  
 File Format: JPG, PNG, GIF, ad tags  
 Animation: GIF, HTML5, 15 sec max; IBV



### Native Click-Out 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



### 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



## MOBILE PRODUCTS

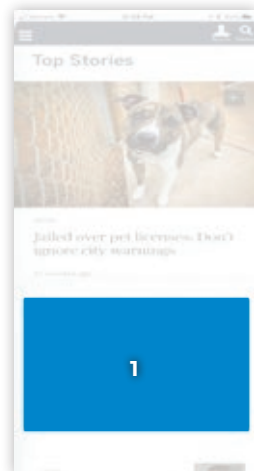
### Mobile Homepage Takeover



#### Units Included:

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

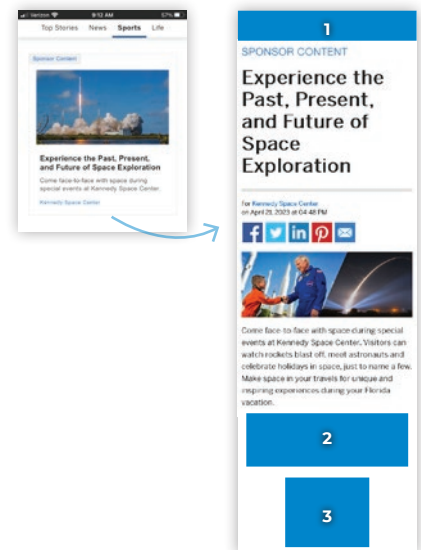
### Mobile Homepage Roadblock



#### Units Included:

1 | Rectangle and/or Native Display, x3  
 Best practice: use a different layout for each rectangle

### Mobile Native Click-In Display



#### Units Included:

1 | Mobile Banner  
 2 | CTA Footer  
 3 | Rectangle

🏠 **HOMEPAGE**

📱 **INTERIOR PAGE**

➡ **EXTENDED REACH**

## Social Image Specs

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. The recommended text length is how many characters of ad copy could be displayed on smaller screens. The image may not include more than 20% text if it's a paid placement. Designers only create the image as the headline and link description text are added by the fulfillment team.

### Recommended image sizes:

Most usable across multiple platforms: 1080 square

Instagram: 1080 square

Instagram stories: 1080 x 1920 (with key elements in 1080 x 1420 title-safe area)

Facebook link posts: 1200 x 628 or 1080 square

Facebook ads: 1200 x 628, image with less than 20% text/logo restriction

<https://www.facebook.com/business/ads-guide/image/audience-network-native>

LinkedIn: 1200 x 628 or 1080 square

Twitter: 1200 x 675 pixels (standard tweet)

### References & Notes:

- <https://sproutsocial.com/insights/social-media-image-sizes-guide/>
- <https://www.facebook.com/business/ads-guide/image>
- All dimensions provided are W x H
- Keep any type or other critical elements away from the top and bottom of the image

## eNewsletter Advertising

eNewsletters can include the following ad sizes: Sponsored by text ad: 330x50, Rectangle ad: 300x250, and Billboard ad: 970x250. Formats: JPG, PNG, GIF; no tags.

## SSL Compliant Creative

Advance 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.

## 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.

## Expandable ads

Expandable ads are no longer the industry best practice and should not be used.

## What can I do with HTML5 display ads?

HTML5 display creative can include video, animation, multiple CTAs and specialty functionality, such as:

- In Banner Video
- Photo galleries
- Multiple CTAs
- Animation
- Add to calendar
- Countdown clock
- Multi-click map locations
- Dynamic real estate feed (custom; require special setup and additional lead time)
- Dynamic jobs feed (custom; require special setup and additional lead time)

## 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 (Google Ad Manager or DV360, 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 clicktracking 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, animation 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 and Animate.
- 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 ad in our ad design platform where we combine the background creative, video (if included), links for buttons, ad animation, and more.
- Video will be user initiated per ad server requirements.

### 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, 9:16, 1:1, 4:3, and 6:5

### 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	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	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF