

DIGITAL AD SPECS



9-2-22

Our standard digital display units. Use the legend below to identify whether a unit can serve on one of our Owned & Operated home and/or interior pages, Audience Extension, and which devices they can be viewed on.

DIGITAL DISPLAY



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 Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV



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.



Rectangle

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



Wide Sky

Dimensions: 160x600
File Size: 60 kb Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV



Mobile Adhesion

Advance Local sites only
Dimensions: 320x50
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.



Mobile Banner

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF, HTML5
Animation: GIF, HTML5, 15 sec max; IBV



Billboard

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



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.

Can be ordered as a stand-alone or as part of an interior takeover.

Newsletter Sponsorship

Dimensions: 330x50
File Size: 60kb Max
File Format: GIF
Animation: None
Font: Sans-serif (Arial preferred)
Must be a transparent background with black text.



Newsletter Sponsorship Marquee

Dimensions: 970x250
File Size: 200kb Max
File Format: GIF
Animation: None



DIGITAL AD SPECS



SOCIAL CREATIVE

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.

Meta Stories (Facebook & Instagram)

Video

Dimensions: 9:16 aspect ratio
File Size: 4gb Max
File Format: MP4, MOV
Animation: MP4, MOV, 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.

Image

Dimensions: 1080x1920
File Size: 30mb Max
File Format: JPG
Animation: None

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.

It is recommended to avoid putting text or logos in the 250 pixels at the top and bottom of the ad. This will prevent overlap with UI elements.



Meta Feed (Facebook & Instagram)

Image

Dimensions: 1200x628 | 1080x1080
File Size: 30mb Max
File Format: JPG, PNG

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



Video

Dimensions: 16:9 Aspect Ratio, 1:1 only if requested, 4:5 (Instagram) *only if requested*
File Size: Under 20mb recommended
File Format: MP4 or MOV for best quality
Length: 15 seconds recommended for best practice

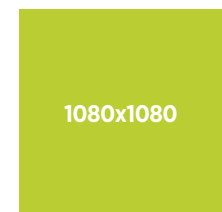
Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



Meta Carousel (Facebook & Instagram)

Dimensions: 1080x1080
File Size: 30mb Max (per image)
File Format: JPG, PNG
Animation: 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



1 carousel ad can include minimum 2 to maximum 10 images.

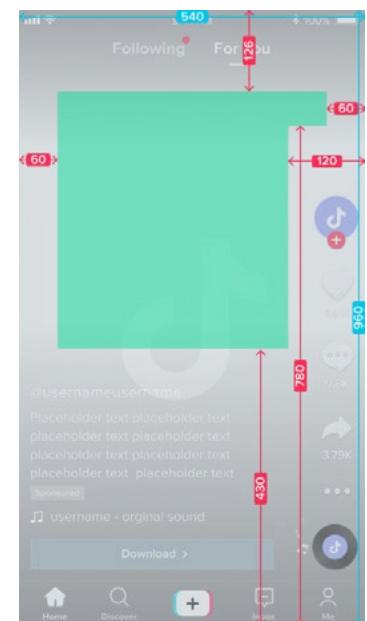
TikTok | *This product is video-only.*

Dimensions: 9:16 aspect ratio (1080x1920px)
File Size: 500mb Max
File Format: MP4
Length: 30 seconds or less

Video must have sound.

All sound should be properly licensed for commercial use.

Call to action, clickthrough, stickers, icons, overlays are added by the fulfillment team.



DIGITAL AD SPECS



TAKEOVERS

These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.



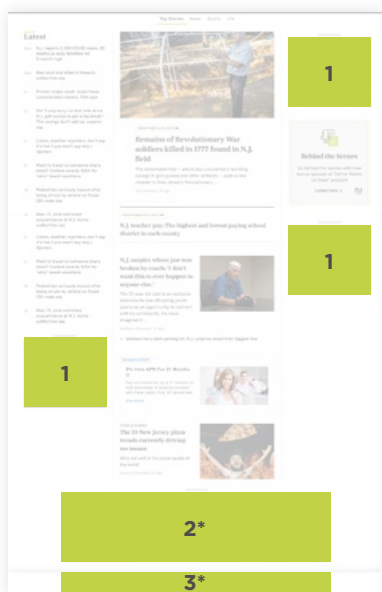
Homepage Takeover

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



- 1 | Rectangle
- 2 | Billboard
- 3 | Adhesion*
- 4 | Leaderboard*

*For devices that can't fit a 970px width, the Leaderboard is served.



- 1 | Rectangle
- 2 | Mobile Adhesion



Homepage Full Roadblock

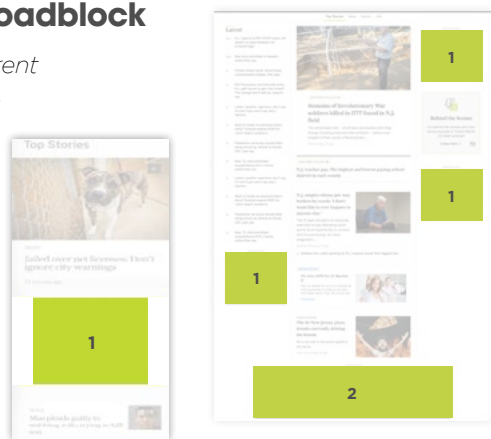
Best practice: use a different layout for each rectangle.



- 1 | Rectangle
- 2 | Billboard



- 1 | Rectangle



Homepage Adhesion

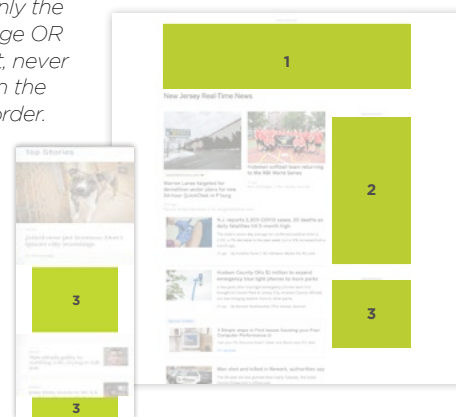


Interior/Index Page Takeover

- 1 | Billboard or Leaderboard*
- 2 | Half Page or Portrait*
- 3 | Rectangle
Mobile Banner & Mobile Rectangle

*This unit only built if requested.

**An order should have only the half-page OR Portrait, never both on the same order.



DIGITAL AD SPECS



These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.

NATIVE DISPLAY



Sponsored Content Article Ads

These ads appear on the Sponsored Content article page.

File Format: JPG, PNG, GIF, HTML5*

*CTA Footer is JPG or PNG Only.

**Half Page unit is desktop only; built if requested.



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



- 1 | Mobile Banner
- 2 | CTA Footer*
- 3 | Rectangle



Sponsored Content CTA Branded Footer

These ads appear on the Sponsored Content article page.

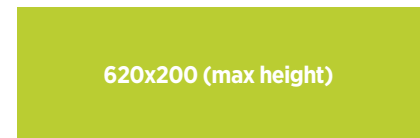
Dimensions: 620 wide x up to 200 high

File Size: 60 kb Max

File Format: JPG, PNG, no HTML5

Animation: None

Must include a prominent call to action



Native Display Click-Out

WILL CLICK TO AN EXTERNAL DESTINATION.

See Video Ads page for Native Video Click-Out specs.

Dimensions: 1200x628 (image size)*

File Size: 1200kb Max

File Format: JPG, PNG, no HTML5

Animation: None

*These ads are built at 1200x628, but will be displayed at smaller dimensions.



Cannot have prominently featured text or logos.

DIGITAL AD SPECS



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MOBILE FULL PG

These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.



DESKTOP



TABLET



MOBILE



HOME PAGE



INTERIOR PAGE



AUDIENCE EXTENSION



Mobile Full Page

Advance Local sites only

Can be an image or a video. A logo thumbnail is required.

THUMBNAIL

Must be a logo

Dimensions: 100x100

File Size: 60kb

File Format: JPG

IMAGE

Dimensions: 1080x1080

File Size: 300kb Max

File Format: JPG

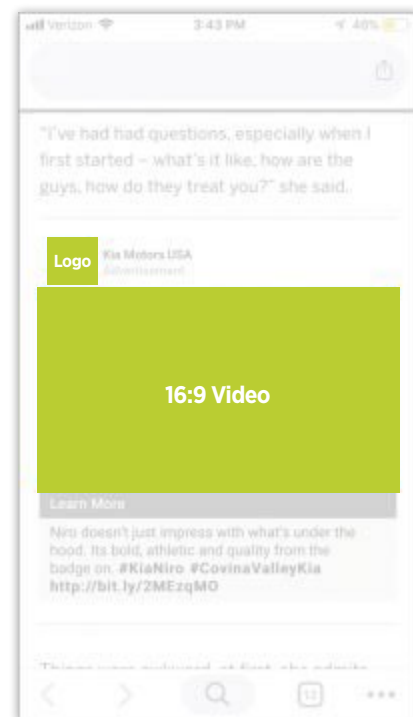
VIDEO

Dimensions: 16:9 aspect ratio
(9:16 or 1:1 upon request)

File Size: 10mb

Max Length: 30 seconds

File Format: VAST, MP4



VIDEO PRODUCTS

In-Banner Video

For detailed specifications for providing assets to the Creative Production Team for HTML5 ads, please refer to page 3 of the [HTML5 Specs Guide](#).

When providing a video asset for in-banner video we will need the following:

- The original video file as a MOV, or MP4
- 30 seconds is the maximum video length
- Frame rate: 24fps
- Aspect Ratios: 16:9, 9:16, 1:1, 4:3, and 6:5

Video will be user initiated per ad server requirements.

Instory/Outstream

Served on O&O

Dimensions: 16:9 Aspect Ratio
File Size: 50mb Max
File Format: MP4 or MOV recommended
Length: 15 or 30 seconds recommended

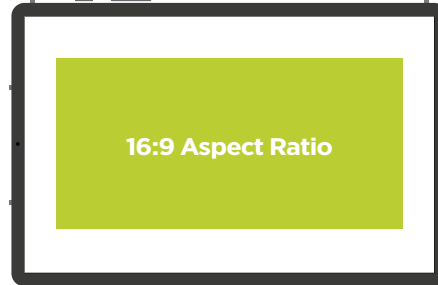
(longer may impact completion rates and performance)

These display on article pages and load automatically when a user scrolls down.

In-Stream Video

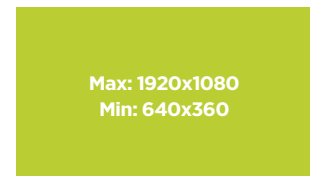
**For premium mobile location targeting.*

Dimensions: 16:9 Aspect Ratio
File Size: 10mb Max
File Format: MP4, VAST Tag
Length: 15 seconds (non-skippable) or 30 seconds (skippable after 5 seconds).



16:9 Aspect Ratio Common Dimensions

- 1920x1080
- 1280x720
- 960x540
- 640x360



OTT/CTV/TVE

Audience Extension only

Dimensions: 16:9 Aspect Ratio
File Size: 100mb Max
Length: 15 or 30 seconds **only**
File Format: MP4 recommended, X-FLV, webM, WMV, OGG, MPEG, Quicktime, 3GPP, M4V, MOV

Additional Specs:

Bitrate: 14MBPS (2.5MBPS min)
Frame Rate: 30FPS
Resolution: 720p or higher
VAST 2.0 or 3.0 accepted

Meta Feed Video (FB & IG)

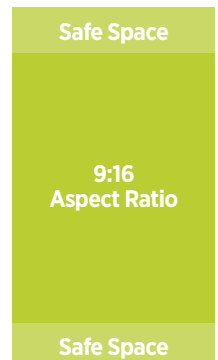
Dimensions: 16:9 Aspect Ratio, 1:1 only if requested, 4:5 (Instagram) only if requested
File Size: Under 20mb recommended
File Format: MP4 or MOV for best quality
Length: 15 seconds recommended for best practice



Meta Stories Video (FB & IG)

Dimensions: 9:16 aspect ratio
File Size: 4gb Max
File Format: MP4, MOV
Animation: MP4, MOV, 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



DIGITAL AD SPECS



YOUTUBE

Please note these are YouTube specs for Creative. The Creative team will edit provided videos to these specs so Ad Ops can fulfill the YouTube products. The Creative team must receive a video file. Creative cannot rip existing YouTube video links without violating Google's terms and conditions. If you have YouTube fulfillment questions, please visit [Starting Point via SharePoint here](#).

TrueView In-Stream

Dimensions: 16:9 Aspect Ratio
File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM
Length: 12 second – 6 minutes
<3 minutes recommended

Bumper Ad

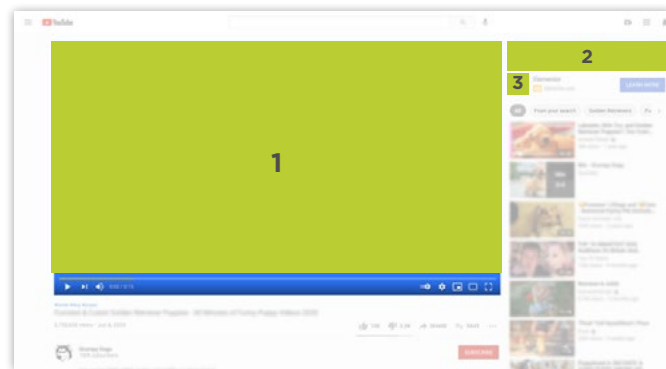
Non-Skippable
Dimensions: 16:9 Aspect Ratio
File Size: 10mb Max
File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM
Max Length: 6 seconds
No CTA Extension available.

Non-Skippable 15s In-Stream

Non-Skippable
Dimensions: 16:9 Aspect Ratio
File Size: 10mb Max
File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM
No CTA Extension available.

CTA Thumbnail

Optional, built on request
Dimensions: 800x800
(will render at 98x98)
File Size: 150mb Max
File Format: JPG, PNG, GIF (No HTML5/tags)
*No CTA Extensions available
for Non-Skippable 15s or Bumper Ads.*



- 1 | TrueView In-Stream, Bumper Ad, or Non-Skippable 15s
- 2 | Companion Ad
- 3 | CTA Thumbnail

Companion Ad

Dimensions: 300x60
File Size: 150mb Max
File Format: JPG, PNG, GIF (No HTML5/tags)
Available with all YouTube products.

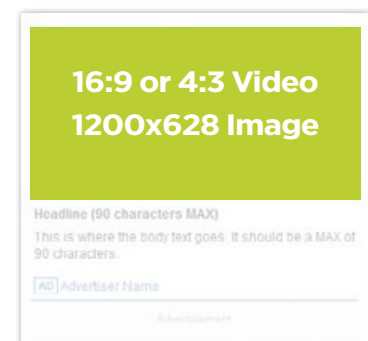
NATIVE VIDEO

Video Ad

Dimensions: 16:9 or 4:3 Aspect Ratio
File Size: 10mb Max
File Format: MP4, MOV, AVI, AMV,
VAST Tag
Length: 30 seconds Max

Poster Image

***REQUIRED; displays at the end of the video or in placements where the video cannot play.**
Dimensions: 1200x628
File Size: 100kb Max
File Format: JPG or PNG only



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.