

# DIGITAL AD SPECS

staten  
island

MEDIA  
GROUP

silive.com  
Staten Island Advance

5-19-20

## 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  
RRM and IBV available for desktop



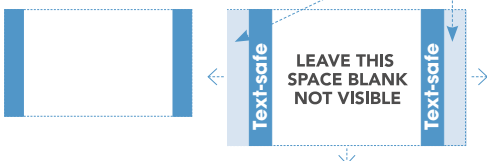
### Native Display | 🏠 📺

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.



### 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



### 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.



### Billboard | 🏠 📺 ➡

Dimensions: 970x250  
File Size: 200 kb Max  
File Format: JPG, PNG, GIF, ad tags  
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  
Animation: None  
Must include a prominent call to action



### Native Video | 🏠 📺 ➡

30 seconds MAX  
Dimensions: 16:9 - 1280x720  
4:3 - 640x480  
File Size: 50 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: 5MB  
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 | 📺 ➡

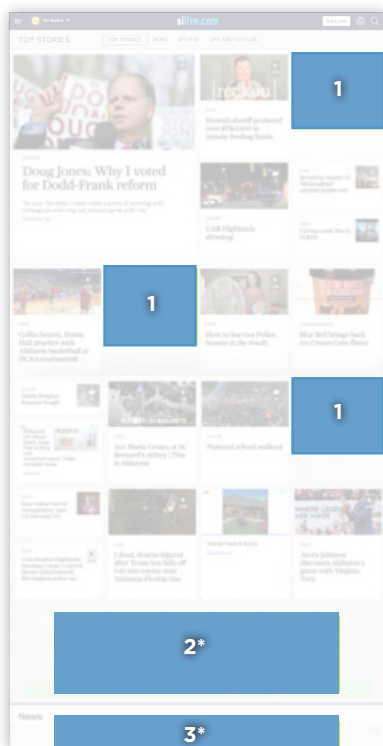
Full Page Native Unit  
Advertiser: 25 Characters  
Thumbnail's: 100x100px  
Body Text: 280 Characters  
Specs: 1:1 aspect (1080x1080px)  
300K max file size  
Video Specs: 9:16 (600x1067px) we can also accept aspect ratios like 1:1 or 1:1:91, VAST, MP4 max video length of 30s and 10MB

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## DESKTOP PRODUCTS

### Homepage Takeover

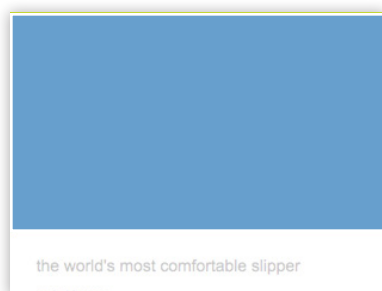


#### Units Included

- 1 | Rectangle x3, or Native Display Click-Out + 2 rectangles
- 2 | Billboard
- 3 | Adhesion
- 4 v | 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



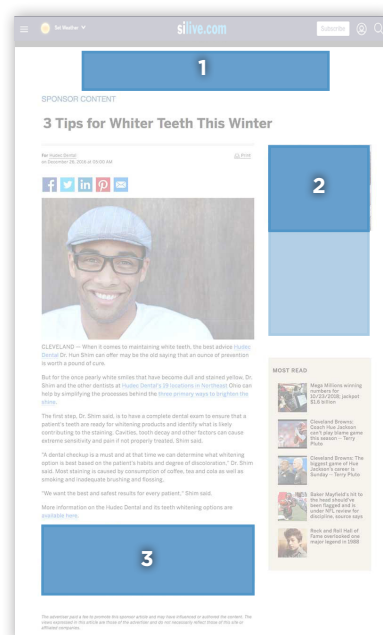
#### Units Included

- 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



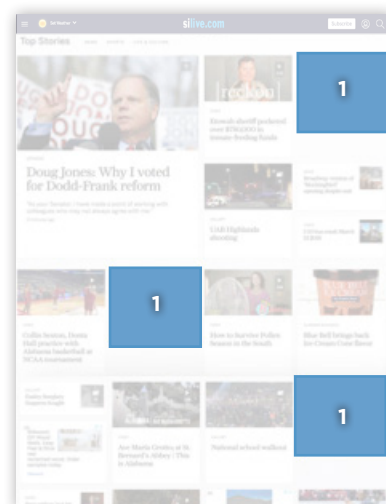
#### Units Included

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

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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



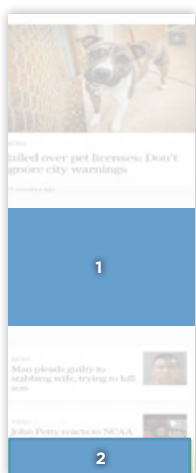
### Mobile Banner | 🏠 📱 ➡

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

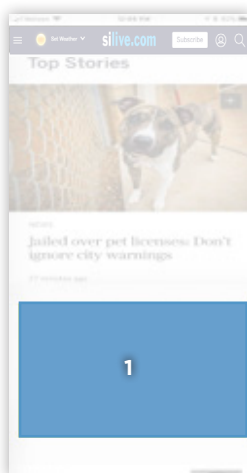


#### Units Included

- 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: 1080x1080

(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



### 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: 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.

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.

## 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.