DISPLAY AD CREATIVE GUIDELINES

DISPLAY AD

REQUIREMENTS

- Must include business name and/or logo.
- Must link to a landing page with relevant messaging corresponding with the ads.
- All ads with white backgrounds must include a border.
- **Advocacy/Political** ads must include a "Paid for by" message to make it clear what group the ad is being supported by.
- Cannabis ads must include legal details.
- HTML5 files must contain a valid exit function.

Animated gif files are <u>not recommended</u>, contact us for more details.

IN-BANNER VIDEO (surcharge fee applies)

- **300x250, 970x250** and **300x600** sizes only.
- Auto-play video allowed, audio must be user-initiated, captioning recommended.
- Length: 15 Seconds
- <u>Video format</u> **16:9 Ratio** for the **970x250** and **300x250**; **9:16 Ratio** for the **300x600**.
- Ads are built by Seattle Times Media Solutions in our in-banner video template.

Send files as email attachments or via a file sharing service (Dropbox, Google Drive, Onedrive, etc.). Do <u>not</u> embed files in the email body – this increases the file size.

DIMENSIONS	FILE TYPE	MAX FILE SIZE	
1200x250	JPG	60kb	
	HTML5	200kb Animated: 3 Loop & :15s max	
970x250	JPG	50kb	
	HTML5	200kb Animated: 3 Loop & :15s max	
300x600	JPG	50kb	
	HTML5	200kb Animated: 3 Loop & :15s max	
728x90	JPG	40kb	
	HTML5	200kb Animated: 3 Loop & :15s max	
300x250	JPG	40kb	
	HTML5	200kb Animated: 3 Loop & :15s max	
320x106	JPG	15kb	
	HTML5	50kb Animated: 3 Loop & :15s max	



WALLPAPER CREATIVE GUIDELINES

WALLPAPER

Our wallpaper testing tool will show how your creative will display on our site and help you determine if it meets our safe area specifications:

https://mediasolutions.seattletimes.com/wallpaper-test

REQUIREMENTS

Logos and messaging

- Do not duplicate messaging on the left and right, your logos and text must be split between the left and the right images.
- Logos and text are limited to be within the top 142x700 "Text Safe Area," on the left and the right, with limited exceptions.¹
- Logo and messaging are not required when wallpaper is part of a takeover.

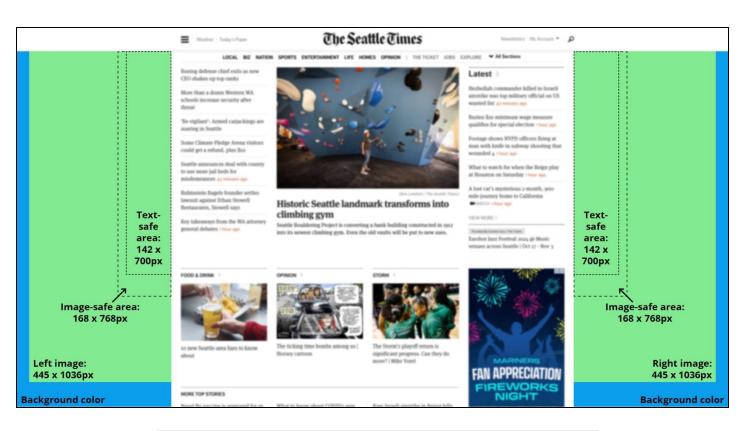
Images

- Wallpaper is designed to suggest a single cohesive image or design across both panels (no collages or multiple images).
- No tiled backgrounds and/or repetitive tiled images.
- The left image must have focal imagery oriented for visibility within the top right 168x768 "Image Safe Area" and the right image must have focal imagery oriented for visibility within the top left 168x768 "Image Safe Area."
- Advertiser must specify which image goes on the left and right.

Background color

- A single background hex code color must be provided to ensure a seamless presentation of the wallpaper on larger monitors.
- For best effect, the bottom edges of the creative should blend to the gutter color.
- Hex background color cannot not be white.

¹ Exceptions include incidental branding/names on sports uniforms worn by people featured in photo imagery and incidental branding/signage in landscape photos that is clearly not intended as messaging.



DIMENSIONS FILE TYPE MAX FILE SIZE

445x1036 per panel **JPG ONLY** 175kb

Wallpaper is visible at browser widths of 1510px and higher.

All wallpapers are subject to creative review and feedback prior to acceptance for launch. Design assistance is available.



HOMEPAGE & SECTION TAKEOVER BREAKPOINT BILLBOARD

REQUIREMENTS

- Background hex code required to ensure a seamless presentation of ad creative.
- **Background hex code** should cohesively align to a color within the banner ad and wallpaper creative.
- JPG and PNG are allowed.
- No HTML5 or 3rd Party Tags are allowed in the enhanced Breakpoint Billboard. A single Impression & Click Tracker can be appended.

Animated gif files are <u>not recommended</u>, contact us for more details.

CREATIVE AD IMAGE SPECS

BROWSER WIDTH	DIMENSIONS	MAX FILE SIZE
Large desktop	1200x250 (or 970x250)	60kb
Standard desktop	970×250	50kb
Tablet	728x90	40kb
Mobile	320x106 (or 320x50)	15kb
300x600	300×600	50kb
300x250	300x250	40kb











