

## 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 not recommended, 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
- Video format **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.

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

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

## 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.<sup>1</sup>
- 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.

<sup>1</sup> 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

445x1036 per panel

#### FILE TYPE

**JPG ONLY**

#### MAX FILE SIZE

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 not recommended, contact us for more details.*

### CREATIVE AD IMAGE SPECS

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



# NATIVE OUTBOUND LINK HEADLINE TEASER ADS

## REQUIREMENTS

- 1-2 Images - JPG Static Only, 1560x1002 - Image Only (No logos or messaging allowed)
- Advertiser Name (to be used for "Provided by" line).
- Headline: 40-50 Characters
- Landing Page URL
- All creatives are subject to seattletimes.com Campaign Manager review and approval prior to publication.

## Example ad:

PRODUCED BY ST CONTENT STUDIO

Sponsored




50 years together.  
And we're just getting started!

Provided by Microsoft




Financial aid made simple: How to get started

Provided by Partnership for Learning



An arts-filled road trip to Tacoma

Provided by Western Washington Toyota Dealers




How to spot and avoid tax schemes

Provided by BECU



North Cascades Highway: Explore a stretch of Washington's newest Scenic Byway

Provided by Western Washington Toyota Dealers



Washington state's best prehistoric road trip through time

Provided by Western Washington Toyota Dealers

## DISPLAY ADS

### REQUIREMENTS

- Images are **970x250** and **300x250**; **JPG ONLY**.

### Example display ad:



The Seattle Times  
**Eats & Drinks**

Thursday, February 19, 2026



**Raising Cane's finally opens — and 33 other new Seattle restaurants to visit**

## TEXT ADS

### REQUIREMENTS

- Text Ads should be limited to 2-3 sentences, with a maximum of 38-42 words (240 characters).
- Text performance is strongest when content aligns with the editorial tone and structure of the newsletter (informational rather than purely promotional).
- Text copy should incorporate specific details and demonstrate clear expertise.
- All text submissions will be reviewed and may be edited to align with The Seattle Times Voice. Final approval will be provided by ST Content Studio, with an opportunity for client review.

### Example text ad:

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Advertisement

**AI is transforming workplaces**, yet many vital jobs still rely on human expertise. Future nurses, carpenters and teachers are training now at North, South and Seattle Central Colleges. But this expensive city throws curveballs. [Your help](#) with Stay in the Game scholarships can make the difference.

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Worth a read

