

SEATTLETIMES.COM

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CONTACT US

If you have any questions about digital specs, file requirements or need additional information, please give us a call. We're ready to help.

For full digital marketing products and solutions, contact us for a custom proposal.

206.652.6700

DIGITAL AD DEADLINES

Materials for Seattle Times built Digital Creative is 3+ days prior to the start date of the campaign. Advertiser provided static creative is due 1 day before campaign begins and animated ads are due 7 days in advance of campaign start.

- **Email:** 5 business days
- **Branded Content:** 15 business days

24-HOUR TAKEOVER

Includes all available impressions in positions based on placement buy on the homepage or within any section of SeattleTimes.com for a 24-hour period. Included Positions:

PLACEMENT

PREMIUM	ELITE	TOP
Top four positions	Top two positions	Top ad positions
300x600, 970x250, 320x50, 728x90, 300x250	300x600, 970x250, 320x50, 728x90, 300x250	970x250, 728x90, 320x50

*See specs for each ad size listed.

Contact us for premium ad position rates.

BILLBOARD

Offers a large format with user-activated rich media capabilities for high engagement that includes the ability to collapse

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
970x250	HTML5 200k 1MB polite download Static 50k	15 seconds	45 seconds 1.2MB

NOTES

- Clickable areas in the ad can have a mouse over animation duration no greater than 2 seconds.
- Audio must initiate with user click.
- Video is separate file and must initiate with user click.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).

HALF PAGE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
300x600	HTML5 200k Static 50k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and must initiate with user click.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).

LEADERBOARD

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
728x90	HTML5 200k Static 40k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and must initiate with user click.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).

MEDIUM RECTANGLE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
300x250	HTML5 200k Static 40k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and must initiate with user click.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control).

MOBILE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION
320x50	HTML5 50k Static 15k	15 seconds

EXTENDED NETWORK

SPECS

	DIMENSIONS	
300x250	728x90	300x600
160x600	320x50	

NOTES

- Animated files: 200kb max. per ad, bulk upload in ZIP files up to 10mb.
- Static ad: 40kb max, 15kb for mobile

WALLPAPER

The ad provides a premium opportunity to capture readers' attention with an immersive, visually compelling experience that frames, rather than disrupts, reading the news.

SPECS

DIMENSIONS	STATIC FILE SIZE
Two 445x1036 files	175k per image

Use this tool to test out your wallpaper:
<https://mediasolutions.seattletimes.com/wallpaper-test>

NOTES

- The ad should be designed to suggest a single coherent image or experience across both files.
- Following user-tested parameters, ads are structured into "Safe Areas" to ensure a high-quality presentation of branding, messaging and focal imagery across most of seattletimes.com users' desktop devices. Logos and text are limited to what fits in the "Text Safe Area" to ensure visibility for most users (an area that is 142x700 in the right wallpaper image). Focal imagery should be oriented for visibility in the "Image Safe Area" (areas in both left and right files that are 1366x768). [Refer to our Wallpaper Testing Tool for examples and to test your files for adherence to Safe Area specifications.](#)
- Logos and text are restricted to the right side only, including prominent logos/text visible in imagery, with limited exceptions. Exceptions include 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. Design feedback and assistance is available.
- Logo and messaging is not required when wallpaper is part of a takeover.
- No tiled background images allowed.
- A single background hex code must be provided by the advertiser to ensure a seamless presentation of the wallpaper on larger monitors. For best effect, it is recommended that the bottom edges of the creative files blend to the gutter color.
- Advertiser must specify which image goes on the left and right.
- All wallpapers subject to creative review and feedback prior to acceptance for launch. Design assistance is available.

PRE-ROLL VIDEO

Interact with your audience as they watch videos by placing your video ad immediately before viewer-selected content. This product is available for desktop, tablet (portrait and landscape views) and mobile.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE
Pre-roll Video	400x300	N/A	15 seconds or 30 seconds are supported.	N/A

Expansion, polite download and video are not applicable for this product.

IN-STORY VIDEO

Build on your brand awareness with video spots across SeattleTimes.com and our network partners by placing :15 and :30 videos following the third paragraph of a story, in-stream. This product is available for desktop, tablet (portrait and landscape views) and mobile.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE
In-story Video	up to 1920x1080	N/A	15 seconds or 30 seconds are supported.	N/A

Expansion, polite download and video are not applicable for this product.

NOTES

- A video file is all we need.
- Resolution (in pixels): Max 1920x1080 - Min 640x360.
- Maximum file size: 20 MB.
- Video formats: All video formats including FLV, MP4, MOV, VAST, VPAID*, and YouTube videokey.
- Recommended Length: 30-sec desktop, 15-sec mobile (there is no actual restriction on video length).
- Aspect Ratio: 16:9 (4:3 is not supported).
- Codec: Any video codecs format except ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD and REDCODE.
- Sound Setting: On.

*Due to the large number of 3rd-party video providers, please test VPAID with your Account Manager before the campaign is set to launch - VPAID does not currently work on mobile.

E-NEWSLETTERS

Target your customers with a prominent ad in our e-newsletters, which cover news, sports, food, travel, local deals and more.

E-newsletters offer an exclusive opportunity with only one 300x250 static ad position.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE	AD EXAMPLES
E-newsletters (static)	300x250	40k	N/A	N/A	N/A

Expansion, Polite Download and Video are not applicable for this product.