

DISPLAY CREATIVE GUIDELINES

Requirements and Recommendations

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.



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.
- **Video** and **audio** must be user initiated.
- **HTML5** files should contain a valid exit function.
- **Animated gif** files are not recommended, contact us for more details.

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

Wallpaper Testing Tool: <https://mediasolutions.seattletimes.com/wallpaper-test>

Requirements

- Test your files for adherence to Safe Area specifications.
- Logos and text are limited to the **right side only** and required to be in the 142x700 “Text Safe Area,” including prominent logos/text visible in imagery, with limited exceptions.¹
- Focal imagery must be oriented for visibility in the ‘Image Safe Area’ (areas in both left and right files that are 1596x768 for the home page or 1366x768 on a section page).
- The homepage wallpaper is visible at browser widths of 1510px or higher. All other site wallpaper is visible at browser widths of 1280px and higher.
- A single background hex code must be provided to ensure a seamless presentation of the wallpaper on larger monitors.²
- No tiled backgrounds and/or repetitive tiled images.
- Advertiser must specify which image goes on the left and right.
- Wallpaper is designed to suggest a single coherent image or experience across both panels.

Dimensions	File Type	Max File Size
445x1036 per panel	JPG ONLY	175kb

Recommendations

- 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.
- ² For best effect, the bottom edges of the creative should blend to the gutter color.
- Logo and messaging is not required when wallpaper is part of a takeover.

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

DISPLAY CREATIVE GUIDELINES



HOMEPAGE & SECTION TAKEOVER TOP UNIT

Requirements

- **Background hex code required** to ensure a seamless presentation of ad creative.
- **A background image** (png or jpg) can be used with a background color.
- **Background image** is horizontally centered.
- **Background image** should not detract from the ad creative or contain text or logos.
- **Background image or hex code** should have a contrast ratio of at least 4:5:1 between background image and foreground text to meet accessibility standards.
- **Background image** size is 1920x250 and will responsively resize down to fit the device.
- **Animated gif** files are not allowed.



Creative Ad Image Specs

Browser width	JPG option	
	JPG dimensions	JPG max file size
LARGE DESKTOP	1200x250 (or 970x250)	60kb
STANDARD DESKTOP	970x250	50kb
TABLET	728x90	40kb
MOBILE	320x106 (or 320x50)	15kb

Background Image Specs

Background Image Dimensions	File Type	Max File Size
1920X250	JPG or PNG	70kb