DISPLAY CREATIVE GUIDELINES
Requirements and Recommendations

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 <u>white backgrounds</u> 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 <u>not recommended</u>, 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.

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DISPLAY CREATIVE GUIDELINES

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
- **Animated gif** files are <u>not recommended</u>, contact us for more details.
- **No HTML5 or 3rd Party Tags are allowed,** but Impression & Click Trackers can be appended

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

LARGE DESKTOP
1200x250

STANDARD DESKTOP
970x250

TABLET
728x90

MOBILE
320x106

MOBILE ALT.
320x50

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