

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 must contain a valid exit function.

Animated gif files are not recommended, contact us for more details.

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.

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

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 text are limited to be within the top 142x700 "Text Safe Area," on the left and the right, with limited exceptions.¹
- Do not duplicate messaging on the left and right, your logos and text must be split between the left and the right 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."
- 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.

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.



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**, but Impression & Click Trackers 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

