

## 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.

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.<sup>1</sup>
- 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 color must be provided to ensure a seamless presentation of the wallpaper on larger monitors.<sup>2</sup>
- 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 design across both panels (no collages or multiple images).

### RECOMMENDATIONS

- <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.
- <sup>2</sup> For best effect, the bottom edges of the creative should blend to the gutter color. Hex background color cannot not be white.
- 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 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

