THE PLAIN DEALER
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DIGITAL AD SPECS

DESKTOP ADS

Leaderboard | 🏠 🖥 ➡
Dimensions:	728x90
File Size:	150 kb Max
File Format:	JPG, PNG, GIF, ad tags
Animation:	GIF, HTML5, 15 sec max; IBV

Half Page | 🖥 ➡
Dimensions:	300x600
File Size:	150 kb
File Format:	JPG, PNG, GIF, ad tags
Animation:	GIF, HTML5, 15 sec max; IBV

Gmail Ad
Dimensions:	650 wide x 300-1000 high
File Size:	800 kb Max
File Format:	JPG, PNG, GIF
Animation:	None

This is a static unit that displays within Gmail.

eNewsletter Ads
Top Rectangle: 300x250 (JPG, PNG, GIF; no tags)
Dynamic Bottom Billboard: 970x250
Sponsorship: 330x50 (text only)

Rectangle | 🏠 🖥 ➡
Dimensions:	300x250
File Size:	150 kb Max
File Format:	JPG, PNG, GIF, ad tags
Animation:	GIF, HTML5, 15 sec max; IBV

RRM and IBV available for desktop

Adhesion | 🏠 🖥
Dimensions:	970x90
File Size:	150 kb Max
File Format:	JPG, GIF
Animation:	GIF, 15 sec max

This unit remains visible at the bottom of the browser window at all times.

Native Click-Out Display
🏠 🖥
Dimensions:	1200x628 (build size) - but will be displayed at smaller dimensions.
File Size:	1200 kb Max
File Format:	JPG, PNG, no tags
Animation:	None

Other important needs/specs:
- Image CANNOT have prominently featured text or logos

Article headline (separate text)
- 90 characters MAX (best practice is to keep it closer to 50 characters). Spaces contribute to the character limit

Body text (separate text)
- 90 characters MAX. Spaces contribute to the character limit

Advertiser name as they would like it to appear on the ad [Advertiser Name])
- 25 characters MAX. Spaces contribute to the character limit

Clickthru URL for Headline/Thumbnail

Portrait | 🖥
Dimensions:	300x1050
File Size:	250 kb
File Format:	JPG, PNG, GIF, ad tags
Animation:	GIF, HTML5, 15 sec max; IBV
Restrictions:	GAM only (no extended reach. Desktop only, no Homepage). Appears on the right rail only.

Billboard | 🏠 ➡
Dimensions:	970x250
File Size:	250 kb Max
File Format:	JPG, PNG, GIF, ad tags
Animation:	GIF, HTML5, 15 sec max; IBV

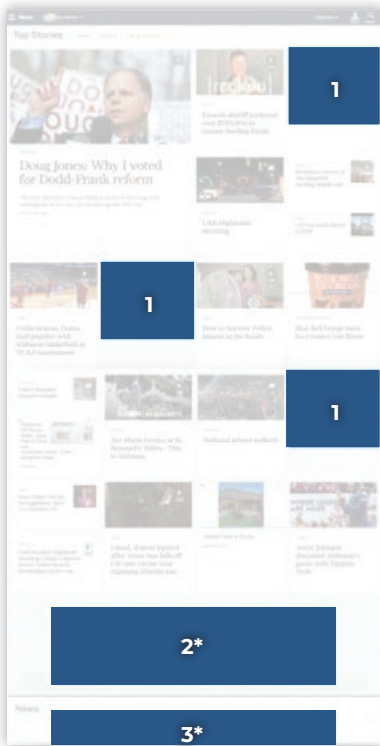### CTA Branded Footer | 🖥
Dimensions:	620 wide x up to 200 high
File Size:	60 kb Max
File Format:	JPG, PNG
Animation:	None

Must include a prominent call to action

🏠 **HOMEPAGE**   🖥 **INTERIOR PAGE**   ➡ **EXTENDED REACH**

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DESKTOP PRODUCTS
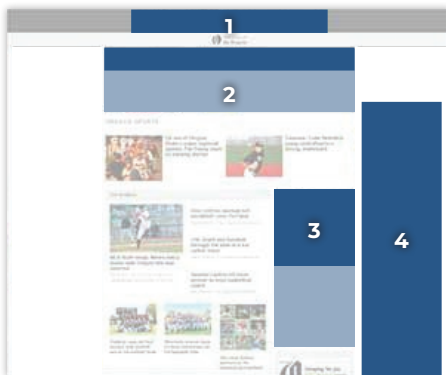
Homepage Takeover

Units Included:

1 | Rectangle x3, or Native Display
Click-Out + 2 rectangles

2 | Billboard

3 | Adhesion

4 | Leaderboard*

* For devices that can't fit a 970px width, the
Leaderboard is served.

*Best practice: use a different layout for each
rectangle. Instructions must indicate if the Native
Display Click-Out is included.*
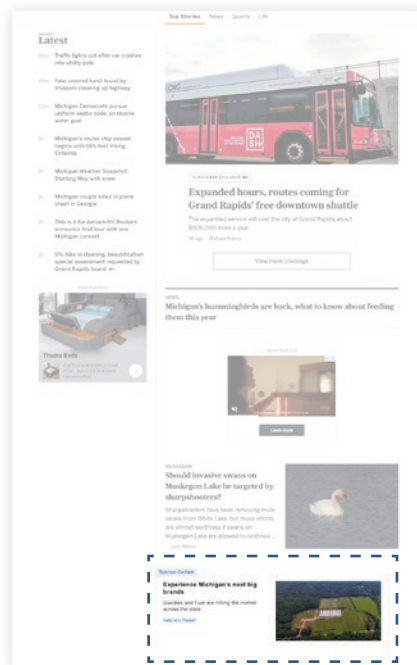
Interior Page Takeover

Units Included:

1 | Leaderboard

2 | Pushdown or Billboard

3 | Rectangle of Half Page

4 | Portrait

Native Click-In Display

*The specs: Image, Headline and Preview text
all pulled from Sponsor Content Roadblock.*

Native Click-Out Display

Will click to external destination
Served on DFP

Units Included:

1 | Native Display Ad

Sponsor Content Roadblock

(Native Click-In)
File Format: JPG, PNG, no tags
Animation: None
*Served on Nativo; these ads appear on the
Sponsored Content article page*

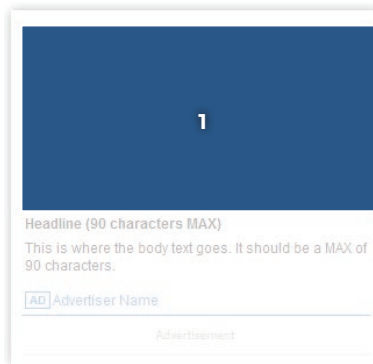### Units Included:

All Units Optional

1 | Leaderboard

2 | Rectangle, or Half Page*

3 | CTA Footer

*Desktop only; built if requested

MOBILE ADS

Leaderboard | 🏠 ▯ ➡

(Tablet only)
Dimensions: 728x90
File Size: 150 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV

Rectangle | 🏠 ▯ ➡

Dimensions: 300x250
File Size: 150 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV

Mobile Banner | 🏠 ▯ ➡

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV

Native Click-Out Display 🏠 ▯

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be
displayed at smaller dimensions.

Mobile Adhesion | 🏠 ▯

Advance Local sites only
Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, no tags
Animation: GIF, 15 sec max
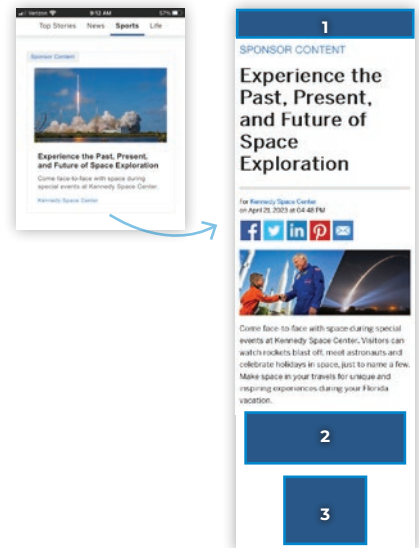
MOBILE PRODUCTS

Mobile Homepage Takeover

Units Included:
1 | Rectangle and/or Native Display, x4
2 | Mobile Adhesion
Best practice: use a different layout for
each rectangle

Mobile Homepage Roadblock
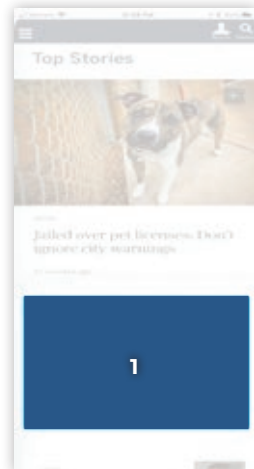
Units Included:
1 | Rectangle and/or Native Display, x3
Best practice: use a different layout for
each rectangle

Mobile Native Display Click-In

Units Included:
1 | Mobile Banner
2 | CTA Footer
3 | Rectangle

🏠 **HOMEPAGE**   ▢ **INTERIOR PAGE**   ➡ **EXTENDED REACH**

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Social Image Specs

Use these guidelines to design an image that looks good everywhere it appears on social media. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens. The image may not include more than 20% text if it's a paid placement. Designers only create the image as the headline and link description text are added by the fulfillment team.

Recommended image sizes:
Most usable across multiple platforms: 1080 square

Instagram: 1080 square
Instagram stories: 1080x1920 (with key elements in 1080 x 1420 title-safe area)

Facebook link posts: 1200x628 or 1080 square
Facebook ads: 1200x628, image with less than 20% text/logo restriction
https://www.facebook.com/business/ads-guide/image/audience-network-native

LinkedIn: 1200x628 or 1080 square

Twitter: 1200x675 pixels (standard tweet)

References & Notes:
- https://sproutsocial.com/insights/social-media-image-sizes-guide/
- https://www.facebook.com/business/ads-guide/image
- All dimensions provided are W x H
- Keep any type or other critical elements away from the top and bottom of the image

eNewsletter Advertising

eNewsletters can include the following ad sizes: Sponsored by text ad: 330x50, Rectangle ad: 300x250, and Billboard ad: 970x250. Formats: JPG, PNG, GIF; no tags.

SSL Compliant Creative

Advance sites use a secure protocol (https://) to protect users privacy and data. With this commitment to our users, any display ads which are scheduled to deliver on our local sites need to be SSL compliant. All components of third-party display ads, including creative and tracking, must be able to serve via SSL (https://) without any disruption to the browser, page, or user. Static creative (JPG, PNG, GIF) is secure by default.

In-App ads for Mobile and Tablet

Static and HTML5 ads are accepted on mobile apps. HTML5 creative for in-app must be MRAID formatted.

Extended Reach Networks

We work with a number of network exchanges and ad servers, each with their individual specifications. All accept static creative and many accept HTML5 following the specs outlined in this document. Please consult your account executive for details on specific requirements for extended reach campaigns.

Expandable ads

Expandable ads are no longer the industry best practice and should not be used.

What can I do with HTML5 display ads?

HTML5 display creative can include video, animation, multiple CTAs and specialty functionaltity, such as:
- In Banner Video
- Photo galleries
- Multiple CTAs
- Animation
- Add to calendar
- Countdown clock
- Multi-click map locations
- Dynamic real estate feed (custom; require special setup and additional lead time)
- Dynamic jobs feed (custom; require special setup and additional lead time)

Ad Specifications for Advertisers/Agencies providing Creative HTML5 Creative

HTML5 displays across all devices, unlike older creative formats such as Flash. It is the industry best practice for non-static creative and may include animation, video, multiple click-throughs, widgets and other custom user interactions.

We prefer to either build original creative or follow a provided design layout to produce HTML5 ad tags to ensure ads meet ad server specifications so there is no delay with the campaign flight or error in campaign reporting. If you would like us to follow your provided layout, please include original files or assets. We will mimic your layout and user experience to the extent allowed by ad specs and our HTML5 design technology.

We can accept provided HTML5 ad tags (Doubleclick, for example) as long as ads are built to ad server specs outlined in this guide. This means that the provided tag must be SSL compliant and site-ready to serve as is. Any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click-tracking and impression macros so that we can track and optimize for our ad servers. We cannot be responsible for tracking code, creative edits nor trouble shooting in third-party provided ad tags.

Responsive Rich Media (RRM) is HTML5 creative that includes video or expansion.

In-Banner Video (IBV) is HTML5 creative that plays video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player.

If providing creative components for expandable responsive rich media or in banner video ads, please adhere to the following:

- If possible, we prefer original, editable design files with links and fonts: Adobe PSD, INDD, AI.
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF.
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS.
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more.
- Ad must expand on click or countdown on hover and audio must be user initiated.

If providing video, we'll need:

The original video file as MOV or MP4.

- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

HTML File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE	FILE TYPE
HTML5 Desktop / Tablet	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	200 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	2.2 mb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	10 mb	HTML5, JPG, PNG, GIF
	Video (optional)	4 mb	MP4, OGG, WebM
HTML5 Mobile	Backup Image	60 kb	JPG, PNG, GIF
	Initial Load	80 kb	HTML5, JPG, PNG, GIF
	Polite Load / Panel	200 kb	HTML5, JPG, PNG, GIF
	User Initiated Load / Expansion	2 mb	HTML5, JPG, PNG, GIF
	Video (optional)	2 mb	MP4, OGG, WebM
HTML5 Standard	Banner	80 kb	HTML5, JPG, PNG, GIF