

DIGITAL ADS (DESKTOP & MOBILE)

Ad Size	Common Names	Resolution	File Size	Animation
728x90	Leaderboard	72 dpi	60k max	Yes
728x270	Expanded Leaderboard	72 dpi	200k max	Yes
300x250	Rectangle	72 dpi	60k max	Yes
600x250	Expanded Rectangle	72 dpi	200k max	Yes
300x600	Half page	72 dpi	60k max	Yes
600x600	Expanded Half page	72 dpi	200k max	Yes
320x50	Mobile Banner/ Mobile Adhesion Unit	72 dpi	60k max	Yes
600x600	Expanded Half page	72 dpi	200k max	Yes
300x250	Mobile Rectangle	72 dpi	60k max	Yes
970x250	Billboard	72dpi	200k max	Yes
970x90	Adhesion Unit	72dpi	60k max	Yes

* If providing a 3rd party tag, please see full spec sheet for further details.

All ANIMATION
(GIF/HTML5 Tag)

MUST STOP AFTER 15 SECONDS.

DELIVERABLE:

FOR STATIC ADS:
JPG or GIF file

FOR ANIMATED:
GIF file or HTML5 .ZIP file
or Third Party Tag

* All RRM units are built by NJ Advance Media². Please provide pre and post expansion elements, and click-through URL(s).

² Unless providing a 3rd party tag

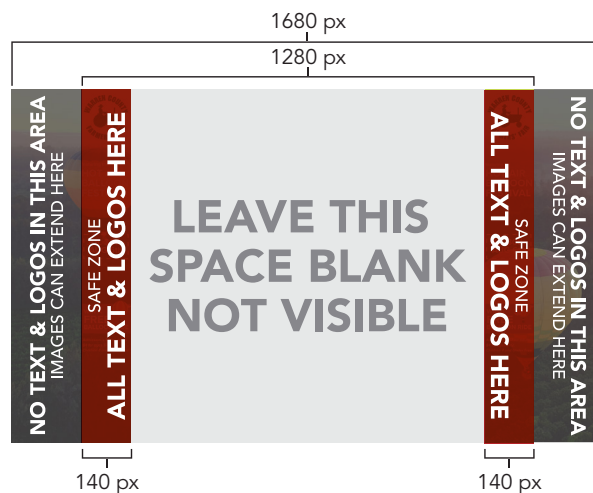
FILE FORMATS: JPG | GIF | HTML5 Zip | Third Party Tag

WALLPAPER ADS

Deliverable: JPG/GIF only. No animation.

Max file size: 100k max RECOMMENDED file size (We will accept 200k if absolutely necessary, but the page can be slow to load and this might negatively affect performance - please make file sizes as small as possible.)

Dimensions: 1280-1680 pixels wide, 800-1600 pixels high. The center content well plus 10px of white space on either side of it will knock out the center 1000px on the single image. While not necessary, you can leave this center part of the image white or a solid color to reduce file size.



NEW HOMEPAGE TAKEOVER

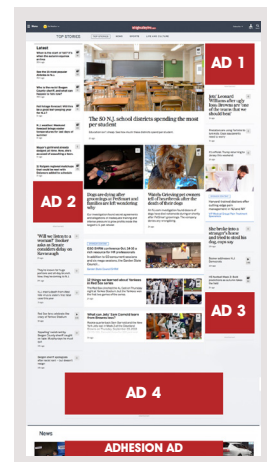
Full Takeover experience on (Desktop and Mobile) | Adhesion Units available to local direct sellers only | **Geo-targeted to region** – based on advertiser reach

DESKTOP

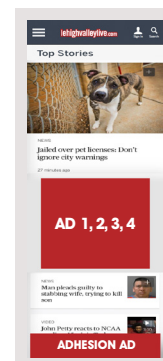
- Ad 1, 2, 3 – 300x250 Rectangle Ad Slots**
 - Can accept Traditional or Native Display
- Ad 4 – 970x250 Billboard**
(or 970x90 or 728x90)
- Adhesion Ad – 970x90**
(sticks on scroll until next breakpoint)

MOBILE

- Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Slots**
 - Can accept Traditional or Native Display
- Adhesion Ad – 320x50**



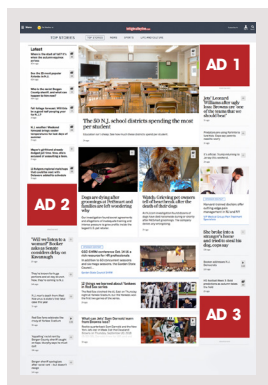
DESKTOP TAKEOVER



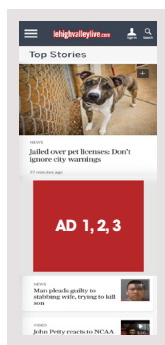
MOBILE TAKEOVER

DISCONTINUED AD POSITIONS (DESKTOP ONLY)

Wallpaper | Sponsor Right Badge (in Navbar) | **300x600** | **Find Local**
All Expandable Units (homepage): Pushdowns or Sliding Billboards and Expandable Rich Media



DESKTOP ROADBLOCK



MOBILE ROADBLOCK

NEW HOMEPAGE ROADBLOCKS

Premium Fixed position on (Desktop and Mobile) | Does not include Adhesion units

DESKTOP

- Ad 1, 2, 3 – 300x250 Rectangle Ad Slots**
- Can accept Traditional or Native Display

MOBILE

- Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Slots**
- Can accept Traditional or Native Display

OPTIMAL VIDEO FILE FORMATS:

RESPONSIVE RICH MEDIA

- Maximum File Size:** 500MB
- Video Codec:** H.264
- File Type:** mp4, mov
- Length:** 15 or 30 seconds

Video does NOT auto play and is muted to start

OUTSTREAM

- Maximum File Size:** 5MB
- Video Codec:** H.264
- File Type:** mp4, mov
- Length:** 15 or 30 seconds
- Video does NOT auto play and is muted to start
- Resolution:** max 1920x1080 min 640x360
- Aspect ratio:** 16:9 (4:3 not supported)

TRUVIEW

- Maximum File Size:** N/A
- Video Codec:** H.264
- File Type:** mov, mpeg4, mp4, avi, wmv, mpegps, 3gpp, webm
- Length:** 15, 30, 45, or 60 seconds
- Resolution:** max 1920x1080 min 640x360
- Aspect ratio:** 16:9 (4:3 not supported)

TRUVIEW COMPANION AD

Ad Size	Common Name	Resolution	File Size	Animation	File Format
300x60	TruView Companion	72 dpi	150k max	YES	JPG, GIF

For additional information, please see full spec sheet or reach out to lehighvalleylive.com representative.