

DIGITAL ADS (DESKTOP & MOBILE)

Ad Size	Common Names	Resolution	File Size	Animation
728x90	Leaderboard	72 dpi	60k max	Yes
300x250	Rectangle	72 dpi	60k max	Yes
300x600	Half page	72 dpi	60k max	Yes
1080x1080	Full page	72 dpi	300k max	Yes
300x1050	Portrait	72 dpi	250k max	Yes
320x50	Mobile Banner/ Mobile Adhesion Unit	72 dpi	60k max	Yes
300x250	Mobile Rectangle	72 dpi	60k max	Yes
970x250	Billboard	72dpi	150k max	Yes
970x90	Adhesion Unit	72dpi	60k max	Yes
1200x628	Native Display Click-out	72dpi	1200k max	No
1080x1080	Facebook & Instagram Single Image Posts	72dpi	30mb max	Yes
1080x1920	Facebook & Instagram Stories	72dpi	none	Yes

FILE FORMATS: JPG | GIF | HTML5 Zip | 3rd Party Tag

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 Placement

- Can also accept Native display in this placement

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 Placement**

- Can also accept Native display in this placement

Adhesion Ad – 320x50

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

All ANIMATION
(GIF/HTML5 Tag)

MUST STOP AFTER 15 SECONDS.

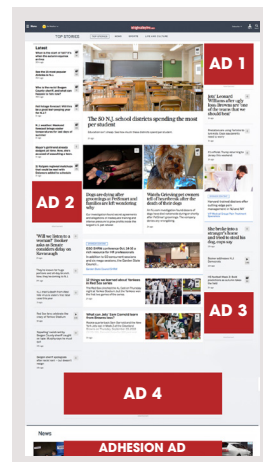
DELIVERABLE:

FOR STATIC ADS:
JPG or GIF file

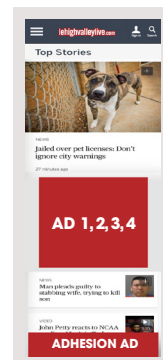
FOR ANIMATED:
GIF file or HTML5 .ZIP file
or 3rd Party Tag

* All RRM units are built by NJ Advance Media². If not providing 3rd party tag please provide all art elements and click-through URL(s).

² Unless providing a 3rd party tag



DESKTOP TAKEOVER



MOBILE TAKEOVER

INTERIOR TAKEOVER

Full Interior Page 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 – Billboard 970x250 or Leaderboard 728x90

Ad 2 – NEW Portrait Ad 300x1050

Ad 3 – Rectangle Ad 300x250

Ad 4 – Adhesion Rectangle Ad 300x250
(sticks on scroll until next breakpoint)

- Can also accept Native display in this placement

MOBILE

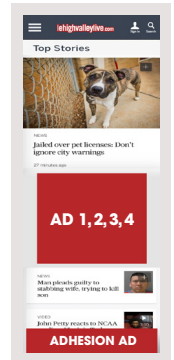
Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Placement

- Can also accept Native display in this placement

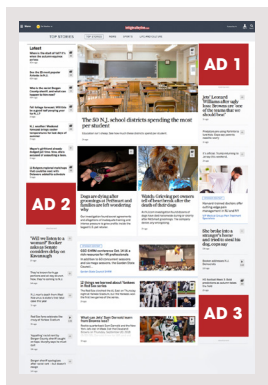
Adhesion Ad – 320x50



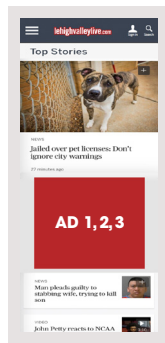
INTERIOR TAKEOVER



MOBILE TAKEOVER



DESKTOP ROADBLOCK



MOBILE ROADBLOCK

HOMEPAGE ROADBLOCKS

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

DESKTOP

Ad 1, 2, 3 – 300x250 Rectangle Ad Placement

Can also accept Native display in this placement

MOBILE

Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Placement

Can also accept Native display in this placement

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

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 your lehighvalleylive.com representative.