

# DIGITAL AD SPECS

lehighvalleylive.com  
+  
THE EXPRESS-TIMES

9-2-22

Our standard digital display units. Use the legend below to identify whether a unit can serve on one of our Owned & Operated home and/or interior pages, Audience Extension, and which devices they can be viewed on.

## DIGITAL DISPLAY



### Leaderboard

Dimensions: 728x90  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max; IBV



### Half Page

Dimensions: 300x600  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max; IBV



### Adhesion

Dimensions: 970x90  
File Size: 60 kb Max  
File Format: JPG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max  
This unit remains visible at the bottom of the browser window at all times.



### Rectangle

Dimensions: 300x250  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max; IBV



### Wide Sky

Dimensions: 160x600  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max; IBV



### Mobile Adhesion

Advance Local sites only  
Dimensions: 320x50  
File Size: 60 kb Max  
File Format: JPG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max  
This unit remains visible at the bottom of the browser window at all times.



### Mobile Banner

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



### Billboard

Dimensions: 970x250  
File Size: 150 kb Max  
File Format: JPG, PNG, GIF, HTML5  
Animation: GIF, HTML5, 15 sec max; IBV



### Portrait

Dimensions: 300x1050  
File Size: 250 kb Max  
File Format: JPG, GIF, HTML5\*  
\*HTML5 capabilities such as video, slideshow, and multiple CTAs are allowed; no expansion.

Can be ordered as a stand-alone or as part of an interior takeover.

### Newsletter Sponsorship

Dimensions: 330x50  
File Size: 60kb Max  
File Format: GIF  
Animation: None  
Font: Sans-serif (Arial preferred)  
Must be a transparent background with black text.



### Newsletter Sponsorship Marquee

Dimensions: 970x250  
File Size: 200kb Max  
File Format: GIF  
Animation: None



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## SOCIAL CREATIVE

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.

### Meta Stories (Facebook & Instagram)

#### Video

Dimensions: 9:16 aspect ratio  
File Size: 4gb Max  
File Format: MP4, MOV  
Animation: MP4, MOV, 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.

#### Image

Dimensions: 1080x1920  
File Size: 30mb Max  
File Format: JPG  
Animation: None

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.

*It is recommended to avoid putting text or logos in the 250 pixels at the top and bottom of the ad. This will prevent overlap with UI elements.*



### Meta Feed (Facebook & Instagram)

#### Image

Dimensions: 1200x628 | 1080x1080  
File Size: 30mb Max  
File Format: JPG, PNG

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



#### Video

Dimensions: 16:9 Aspect Ratio, 1:1 only if requested, 4:5 (Instagram) *only if requested*  
File Size: Under 20mb recommended  
File Format: MP4 or MOV for best quality  
Length: 15 seconds recommended for best practice

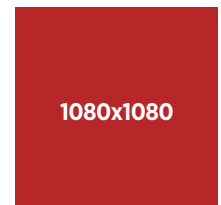
Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



### Meta Carousel (Facebook & Instagram)

Dimensions: 1080x1080  
File Size: 30mb Max (per image)  
File Format: JPG, PNG  
Animation: 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



*1 carousel ad can include minimum 2 to maximum 10 images.*

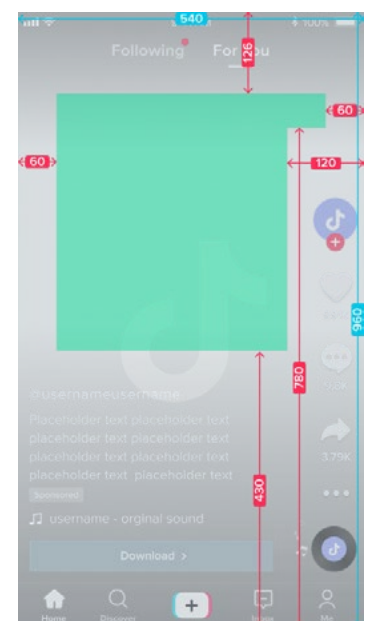
### TikTok | *This product is video-only.*

Dimensions: 9:16 aspect ratio (1080x1920px)  
File Size: 500mb Max  
File Format: MP4  
Length: 30 seconds or less

#### Video must have sound.

*All sound should be properly licensed for commercial use.*

*Call to action, clickthrough, stickers, icons, overlays are added by the fulfillment team.*



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## TAKEOVERS

These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.



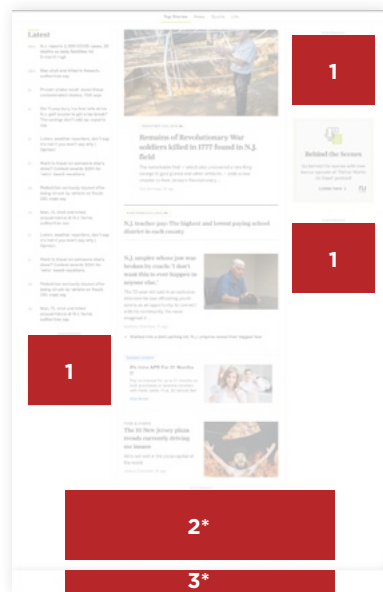
### Homepage Takeover

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



- 1 | Rectangle
- 2 | Billboard
- 3 | Adhesion\*
- 4 | Leaderboard\*

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



- 1 | Rectangle
- 2 | Mobile Adhesion



### Homepage Full Roadblock

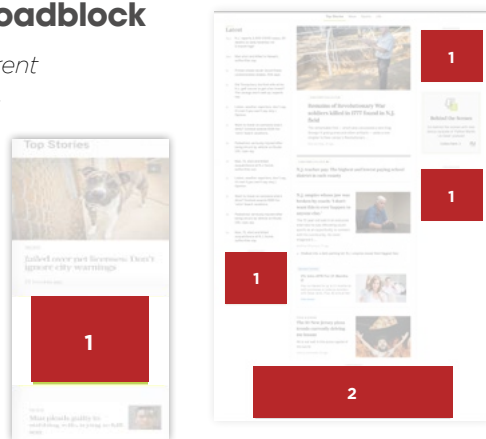
Best practice: use a different layout for each rectangle.



- 1 | Rectangle
- 2 | Billboard



- 1 | Rectangle

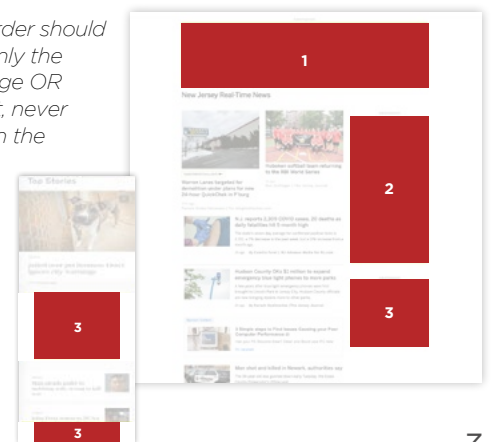


### Interior/Index Page Takeover

- 1 | Billboard or Leaderboard\*
- 2 | Half Page or Portrait\*
- 3 | Rectangle  
Mobile Banner & Mobile Rectangle

\*This unit only built if requested.

\*\*An order should have only the half-page OR Portrait, never both on the same order.



### Homepage Adhesion



- 1 | Adhesion\*



- 1 | Adhesion

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## NATIVE DISPLAY

These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.



### Sponsored Content Article Ads

These ads appear on the Sponsored Content article page.

File Format: JPG, PNG, GIF, HTML5\*

\*CTA Footer is JPG or PNG Only.

\*\*Half Page unit is desktop only; built if requested.



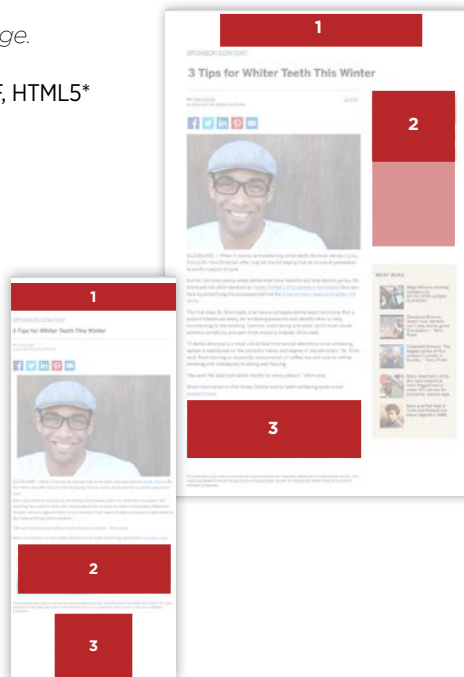
Desktop

- 1 | Leaderboard
- 2 | Rectangle, or Half Page\*\*
- 3 | CTA Footer\*



Mobile

- 1 | Mobile Banner
- 2 | CTA Footer\*
- 3 | Rectangle



### Sponsored Content CTA Branded Footer

These ads appear on the Sponsored Content article page.

Dimensions: 620 wide x up to 200 high

File Size: 60 kb Max

File Format: JPG, PNG, no HTML5

Animation: None

Must include a prominent call to action

620x200 (max height)



### Native Display Click-Out

WILL CLICK TO AN EXTERNAL DESTINATION.

See Video Ads page for Native Video Click-Out specs.

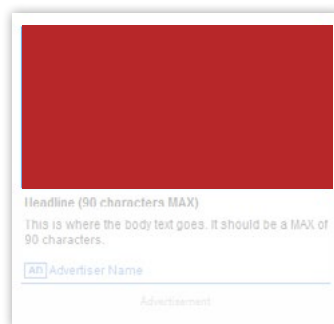
Dimensions: 1200x628 (image size)\*

File Size: 1200kb Max

File Format: JPG, PNG, no HTML5

Animation: None

\*These ads are built at 1200x628, but will be displayed at smaller dimensions.



Cannot have prominently featured text or logos.

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## MOBILE FULL PG

These products appear on our Owned & Operated sites. Units and layout may differ depending on viewing device.

 DESKTOP |  TABLET |  MOBILE |  HOMEPAGE |  INTERIOR PAGE |  AUDIENCE EXTENSION



### Mobile Full Page

*Advance Local sites only*

Can be an image or a video. A logo thumbnail is required.

#### THUMBNAIL

*Must be a logo*

Dimensions: 100x100

File Size: 60kb

File Format: JPG

#### IMAGE

Dimensions: 1080x1080

File Size: 300kb Max

File Format: JPG

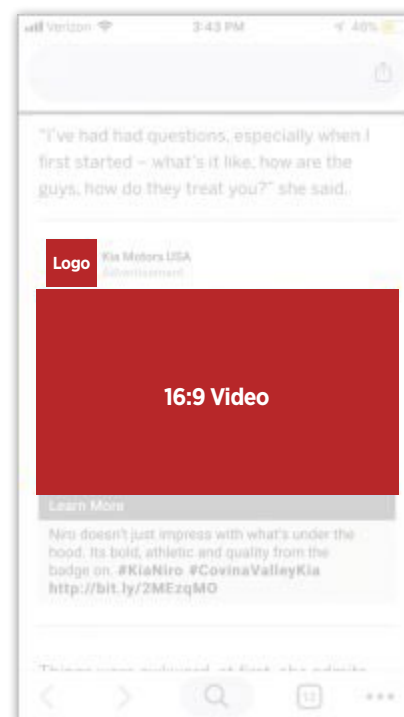
#### VIDEO

Dimensions: 16:9 aspect ratio  
(9:16 or 1:1 upon request)

File Size: 10mb

Max Length: 30 seconds

File Format: VAST, MP4



## VIDEO PRODUCTS

### In-Banner Video

For detailed specifications for providing assets to the Creative Production Team for HTML5 ads, please refer to page 3 of the [HTML5 Specs Guide](#).

When providing a video asset for in-banner video we will need the following:

- The original video file as a MOV, or MP4
- 30 seconds is the maximum video length
- Frame rate: 24fps
- Aspect Ratios: 16:9, 9:16, 1:1, 4:3, and 6:5

Video will be user initiated per ad server requirements.

### Instory/Outstream

Served on O&O

Dimensions: 16:9 Aspect Ratio  
File Size: 50mb Max  
File Format: MP4 or MOV recommended  
Length: 15 or 30 seconds recommended

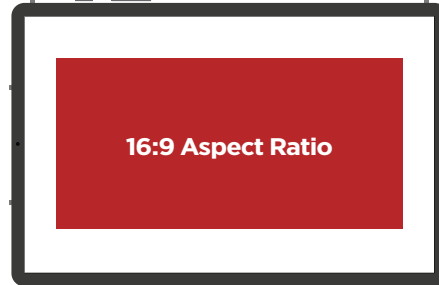
*(longer may impact completion rates and performance)*

These display on article pages and load automatically when a user scrolls down.

### In-Stream Video

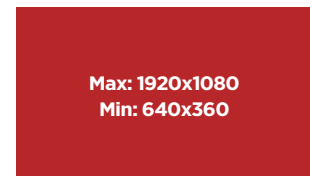
*\*For premium mobile location targeting.*

Dimensions: 16:9 Aspect Ratio  
File Size: 10mb Max  
File Format: MP4, VAST Tag  
Length: 15 seconds (non-skippable) or 30 seconds (skippable after 5 seconds).



### 16:9 Aspect Ratio Common Dimensions

- 1920x1080
- 1280x720
- 960x540
- 640x360



### OTT/CTV/TVE

*Audience Extension only*

Dimensions: 16:9 Aspect Ratio  
File Size: 100mb Max  
Length: 15 or 30 seconds **only**  
File Format: MP4 recommended, X-FLV, webM, WMV, OGG, MPEG, Quicktime, 3GPP, M4V, MOV

*Additional Specs:*

Bitrate: 14MBPS (2.5MBPS min)  
Frame Rate: 30FPS  
Resolution: 720p or higher  
VAST 2.0 or 3.0 accepted

### Meta Feed Video (FB & IG)

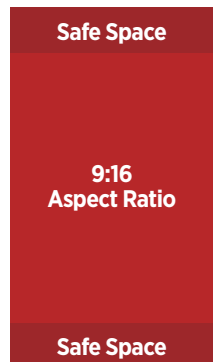
Dimensions: 16:9 Aspect Ratio, 1:1 only if requested, 4:5 (Instagram) only if requested  
File Size: Under 20mb recommended  
File Format: MP4 or MOV for best quality  
Length: 15 seconds recommended for best practice



### Meta Stories Video (FB & IG)

Dimensions: 9:16 aspect ratio  
File Size: 4gb Max  
File Format: MP4, MOV  
Animation: MP4, MOV, 15 sec max

Headline, body text, and CTA/Clickthrough are added by the fulfillment team.



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## YOUTUBE

Please note these are YouTube specs for Creative. The Creative team will edit provided videos to these specs so Ad Ops can fulfill the YouTube products. The Creative team must receive a video file. Creative cannot rip existing YouTube video links without violating Google's terms and conditions. If you have YouTube fulfillment questions, please visit [Starting Point via SharePoint here](#).

### TrueView In-Stream

Dimensions: 16:9 Aspect Ratio  
File Format: MOV, MP4, MPEG4, AVI,  
WMV, FLV, 3GPP, WebM  
Length: 12 second – 6 minutes

<3 minutes recommended

### Bumper Ad

*Non-Skippable*

Dimensions: 16:9 Aspect Ratio  
File Size: 10mb Max  
File Format: MOV, MP4, MPEG4, AVI,  
WMV, FLV, 3GPP, WebM  
Max Length: 6 seconds

*No CTA Extension available.*

### Non-Skippable 15s In-Stream

*Non-Skippable*

Dimensions: 16:9 Aspect Ratio  
File Size: 10mb Max  
File Format: MOV, MP4, MPEG4, AVI,  
WMV, FLV, 3GPP, WebM

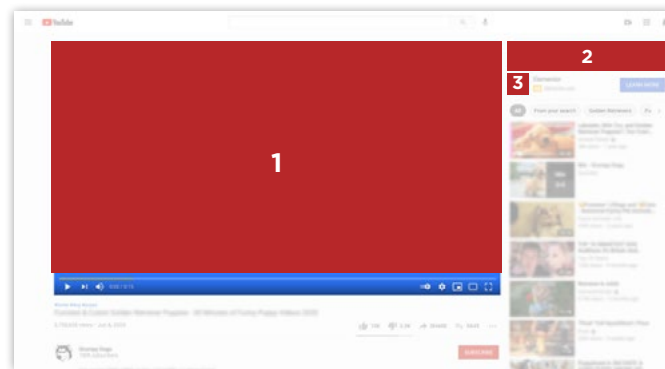
*No CTA Extension available.*

### CTA Thumbnail

*Optional, built on request*

Dimensions: 800x800  
(will render at 98x98)  
File Size: 150mb Max  
File Format: JPG, PNG, GIF (No HTML5/tags)

*No CTA Extensions available  
for Non-Skippable 15s or Bumper Ads.*



- 1 | TrueView In-Stream, Bumper Ad, or Non-Skippable 15s
- 2 | Companion Ad
- 3 | CTA Thumbnail

### Companion Ad

Dimensions: 300x60  
File Size: 150mb Max  
File Format: JPG, PNG, GIF (No HTML5/tags)

*Available with all YouTube products.*

## NATIVE VIDEO

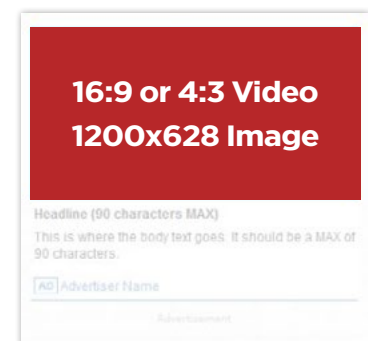
### Video Ad

Dimensions: 16:9 or 4:3 Aspect Ratio  
File Size: 10mb Max  
File Format: MP4, MOV, AVI, AMV,  
VAST Tag  
Length: 30 seconds Max

### Poster Image

**\*REQUIRED; displays at the end of the video or in placements where the video cannot play.**

Dimensions: 1200x628  
File Size: 100kb Max  
File Format: JPG or PNG only



## 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.

### 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



## 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

## SSL Compliant Creative

Advance Local 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.

## Flash/SWF files

Flash is no longer supported across all desktop browsers. We must rebuild Flash creative into JPG, PNG, GIF or HTML5 (usually HTML5 to replicate animation). While we prefer original files to build the ads in-house, we can “pull apart” creative elements in a Flash/SWF file. That said, sometimes there’s a bit of image quality loss and if the fonts aren’t outlined, we’ll replace them with the closest available from our font library.

## 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.