



BANNER AD STANDARDS

DISPLAY ADVERTISING

SPECIFICATIONS

LEADERBOARD

Dimension: 728x90
File Size: 200kb HTML5
40kb for GIF/JPEG
Formats: JPEG, GIF, HTML

Available on all pages; 2 per page.

DISPLAY/RECTANGLE

Dimension: 300x250
File Size: 200kb HTML5
40kb for GIF/JPEG
Formats: JPEG, GIF, HTML

Available on all pages; 2 per page.

LARGE BANNER

Dimension: 638x60
File Size: 40kb
Formats: JPEG, GIF (Static Only)

Available on all pages.

LARGE RECTANGLE

Dimension: 300x600
File Size: 200kb HTML5
50kb for GIF/JPEG
Formats: JPEG, GIF, HTML

Available on all pages; 1 per page.

SKYSCRAPER

Dimension: 160x600
File Size: 200kb HTML5
40kb for GIF/JPEG
Formats: GIF, JPEG, HTML

Available on all pages; 1 per page.

PENCIL

Dimension: 1000x30
File Size: 40kb
Formats: JPEG & GIF (Static Only)

Available on all pages; 1 per page.

MICROBAR (LOGO SPONSORSHIP ADS)

Dimension: 88x31
File Size: 10kb
Formats: JPEG & GIF (Static Only)

Appears on weather nav dropdown on Wordpress sites. Must be on a white or transparent background.

GUIDELINES

- Creative cannot exceed file size limits
- Creative must have a distinct border or background color.
- Animation is limited to 20 seconds or 3 loops. Can begin again on user initiation.
- Client must be clearly identified in the ad.
- Ads may not incorporate faux functionality elements including, but not limited to: elements designed to mimic a PC or Macintosh operating system or dialog box.
- Ads must not give the appearance of editorial content.
- Client supplied HTML5 assets may require additional development time to be reviewed by Creative Services.
- The landing or splash page must match the offer made in the ad.
- Terms and conditions of an offer must be accessible from landing or splash page.
- **The following categories require additional policy review and approval:** Alcohol, promotions/sweepstakes, political, religious, gambling, firearms, adult entertainment, tobacco products, ads which collect data and pharmaceuticals.
- Any ads created by Media General are produced for display advertising on Media General properties only.
- Applicable to O&O sites only.

For creative examples, visit our digital ad showcase at:

MGADSHOWCASE.COM

RICH MEDIA ADVERTISING

SPECIFICATIONS

EXPANDABLE DISPLAY

COLLAPSED

Dimension: 300x250

Formats: JPEG, GIF, HTML

EXPANDED

Dimension: 600x250

Formats: JPEG, GIF, HTML

Total File Size: 200kb

EXPANDABLE LEADERBOARD

COLLAPSED

Dimension: 728x90

Formats: JPEG, GIF, HTML

EXPANDED

Dimension: 728x270

Formats: JPEG, GIF, HTML

Total File Size: 200kb

PENCIL PUSHDOWN

COLLAPSED

Dimension: 1000x30

Formats: JPEG & GIF (Static Only)

EXPANDED

Dimension: 1000x250

Formats: JPEG, GIF, HTML

Total File Size: 200kb

BILLBOARD

COLLAPSED

Dimension: 130x30

Formats: JPEG & GIF (Static Only)

EXPANDED

Dimension: 970x250

Formats: JPEG, GIF, HTML

Total File Size: 200kb

Note: 1000x30 static backup (40kb) may be required.

WALLPAPER

Dimension: 1920x1200

File Size: 200kb

Formats: JPEG & GIF (Static Only)

Note: The center 1000px of the image must remain white with a width of 460px on either side for advertising content.

Both the 1000x30 Pencil, 300x250 Display and/or 728x90 Leaderboard ads are recommended companions in order to increase visibility and campaign effectiveness. These companion ads should carry the primary message and click through URL as the Wallpaper itself does not have click through functionality.

Wallpapers should serve as a "hint" at the brand, further strengthening the intended messaging, and drive user engagement through its accompanying companion ads. They have a 7-8 word limit and the overall design should be environmental and intended to support companion ads.

For a more in-depth explanation, contact Creative Services for our Wallpaper Best Practices guide.

GUIDELINES

- After page load, **Expandable Ads** are triggered by click open/close.
- **Pencil Pushdowns** expand automatically on initial page load. All subsequent expansions require user interaction. They are capped once every 24 hours.
- **Billboard Ads** appear expanded and remain open until user closes the panel. It will remain closed for a 24 hour period.
- Expansion trigger hot spot area should be no more than 25% of the ad.
- Total file size may not exceed 200k.
- Close button must easily be visible.
- Video may be no longer than 30 seconds. May have multiple videos if the videos are not on autoplay.
- Animation must stop when ad contracts.
- Audio must be user initiated and turn off when ad contracts.
- Ads expand/appear for no more 10 seconds.
- **Billboard Ads** remain open until user clicks the close button.
- Rich Media Ads require additional development by Creative Services.
- Applicable to O&O sites only.

For creative examples, visit our digital ad showcase at:

MGADSHOWCASE.COM

MOBILE ADVERTISING

SPECIFICATIONS

NEWS & WEATHER APPS

MOBILE

Dimension: 320x50

File Size: 40kb

Formats: JPEG & GIF

TABLET

Dimension: 728x90

File Size: 40kb

Formats: JPEG & GIF

MOBILE & TABLET

Dimension: 300x250

File Size: 40kb

Formats: JPEG & GIF

MOBILE BANNER

Dimension: 320x50

File Size: 40kb

Formats: JPEG & GIF

APP OPEN

MOBILE

Dimension: 640x770

File Size: 40kb

Formats: JPEG & GIF

TABLET

Dimension: 1080x1040

File Size: 100kb

Formats: JPEG & GIF

PRE-ROLL

Dimension: 640x480

Published on mobile sites and mobile apps using the Newscycle platform.

GUIDELINES

- **Mobile Ads** run on mobile sites only.
- **Mobile Ads:** For each ad size/package, all corresponding banner sizes are required.
- **Mobile Ads:** Placement may vary based on device.
- Applicable to O&O sites only.

For creative examples, visit our digital ad showcase at:

MGADSHOWCASE.COM

VIDEO ADVERTISING

SPECIFICATIONS

VIDEO PRE-ROLL

SITES SERVING 16:9 VIDEO

Dimension: 640x480

Bitrate: 800kbps

SITES SERVING 4:3 VIDEO

Dimension: 640x360

Bitrate: 800kbps

MOBILE VIDEO ADS

Dimension: 640x360

Bitrate: 200kbps

3GP FOR BLACKBERRY

Dimension: 177x144

Bitrate: 50kbps

Format: MP4

Run-time: 15 seconds max

Plays prior to video content on site.

VIDEO COMPANION ADS

Dimension: 728x90 or 300x250

File Size: 40k

Formats: GIF, JPEG, HTML

Appears on the Video Landing Page while Video Pre-Roll plays. Stays on page until user navigates to a new clip.

DISPLAY – EXPANDABLE VIDEO

Dimension: 300x250

File Size: 2.5mb

Formats: WebM, MPEG, 3GPP, MOV, AVI, MPEG-PS, WMV

Run-time: 30 seconds max

Appears in the standard Display/Rectangle placement.

LEADERBOARD – EXPANDABLE VIDEO

Dimension: 728x90

File Size: 2.5mb

Formats: WebM, MPEG, 3GPP, MOV, AVI, MPEG-PS, WMV

Run-time: 30 seconds max per video

Appears in the standard Leaderboard placement at the top of the page.

LARGE BANNER – EXPANDABLE VIDEO

Dimension: 300x600

File Size: 2.5mb

Formats: WebM, MPEG, 3GPP, MOV, AVI, MPEG-PS, WMV

Run-time: 30 seconds max per video

Appears in the standard Large Rectangle placement.

PENCIL – EXPANDABLE VIDEO

Dimension: 1000x250

File Size: 2.5mb

Formats: WebM, MPEG, 3GPP, MOV, AVI, MPEG-PS, WMV

Run-time: 30 seconds max per video

Appears in the standard Pushdown Pencil placement.

BILLBOARD – EXPANDABLE VIDEO

Dimension: 970x250

File Size: 2.5mb

Formats: WebM, MPEG, 3GPP, MOV, AVI, MPEG-PS, WMV

Run-time: 30 seconds max per video

Appears in the standard Billboard placement.

GUIDELINES

- **Video Pre-Roll Ads:** Supports VAST tags.
- **Video Pre-Roll Ads:** User-initiated to play video. Un-muted by default.
- **Video Companion Ads:** Ads may be static or animated.
- **Display Video Ads:** Automatically plays upon page load and muted by default. Audio is user initiated.
- **In-Unit Video Ads:** Video will play automatically. Audio is user initiated.
- **In-Unit Video Ads:** May have multiple videos if the videos are not on autoplay.
- **Display & In-Unit Video Ads:** Supports 16:9 and 4:3 aspect ratios.
- Applicable to O&O sites only.

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