

Advertising Specifications

Our network of sites continually incorporates new ad sizes as they become standardized by the online publishing industry-most notably the [Interactive Advertising Bureau \(IAB\)](#).

NEWSPAPER.COM

AD TYPE	DIMENSIONS	MAX FILE SIZE	HOME PAGE	SECTION FRONT	STORY LEVEL
Pencil	970 x 30	15K	X	X	
Half Banner	234 x 60	30K	X	X	X
Cube (Medium Rectangle)	300 x 250	40K	X	X	X
Large Rectangle	336 x 280	40K	X	X	X
Half Page	300 x 600	40K	X	X	X
Leaderboard	728 x 90	40K		X	X

BROADCAST.COM

AD TYPE	DIMENSIONS	MAX FILE SIZE	HOME PAGE	SECTION FRONT	STORY LEVEL
Banner	468 x 60	40K	X	X	X
Pencil	970 x 30	15K	X	X	X
Cube (Medium Rectangle)	300 x 250	40K	X	X	X
Leaderboard	728 x 90	40K	X	X	X

FLASH

FLASH	DIMENSIONS	MAX FILE SIZE	CONTROLS
Flash Animation (Shockwave)	Any standard Ad Size	Initial load not to exceed targeted ad size	<p>Must include .SWF File with click-thru URLs, GIF/JPG provided as back-up, Flash Movies kept below 18 FPS, Target="_blank" is required in "basic actions" to ensure click-thru opens a new window, clickTag code must be embedded in .SWF file:</p> <pre>on (release) { getURL(clickTag,"_blank"); }</pre> <p>**Note: clickTag is case sensitive</p>

MOBILE

MOBILE	DIMENSIONS	MAX FILE SIZE	CONTROLS
Banner Ad*	120x20 168x28 216x36 300x50	<1K <2K <3K <5K	16 colors, GIF/JPG/PNG, static or animated GIF. Call to action text up to 16 characters.
MicroSite	Various	Various	Simple landing page for mobile click throughs, can contain email capture, click to call, locator, header graphic

*To run a mobile banner ad, all four sizes are required.

Rich Media

Incorporates animation, sound, video, and/or interactivity used singularly or in combination with the following technologies: streaming media, audio, Flash, and programming languages such as Java, JavaScript, and DHTML. Tribune is compliant with the [IAB Rich Media Guidelines](#). All Rich Media Ads must be third-party served with the exception of the Freeform Floating Ad.

AD TYPE	SPECS	MAX FILE SIZE	CONTROLS
Free-Form Floating Ads	650 x 400	40K, 10 seconds max.	User-Initiated Audio, Must include prominent on/off buttons and a "close" button in the upper right corner, Note: Ads do not appear on pages with search results
Expandable Ads	728x90 >> 728x360 300x250 >> 560x250 336x280 >> 600x280	Targeted Ad Size + 50K	Height/width vary. User-Initiated audio on click. Must include prominent on/off buttons. "Close" button required. Enable mouse-off retraction.
Sliding Billboard	970 x 300	90K (billboard) and 15K (pencil), 10 seconds max (8 seconds preferred)	No looping. Frequency Cap: Auto expanded 1 per user per day
Peelback Ads	Various	70K, 10 seconds max (8 seconds preferred)	Frequency Cap: 1 per user per day
First View Interstitial (via search engine)	800 x 600 with full page bleed	80K, 10 seconds max (8 seconds preferred)	No looping. Must have a Skip or Close button. Frequency Cap: Auto expanded 1 per user per day. Must include Tribune branded header
Interstitial (between pages)	800 x 600 with full page bleed	80K, 10 seconds max (8 seconds preferred)	User Initiated Audio, Must have a Skip or Close button. Must include Tribune branded header
Watermark Ad	250 x 120 (per image)	50K (25K per image)	Must have a Close button
Reskins	COMING SOON		
VIDEO	SPECS	MAX FILE SIZE	CONTROLS
Pre-Roll Video	640 x 480 In-Page Flash Player	15 seconds 2.5 MB maximum	Original creative should be MOV or WMV format. Capped at 2x per user per advertiser per day. 3rd party ad tags accepted.
Quickstream	640 x 480 In-Page Flash Player	3-5 seconds 2.5 MB maximum	Original creative should be MOV or WMV format. No frequency cap. 3rd party ad tags accepted.
Companion Ads	300 x 60 AND 300 x 250	40K	No Flash. JPG/GIF format ONLY.
In-Unit Video Ad	Standard ad unit size (e.g. 300 x 250) Refer to standard specs above.	Standard ad file size (e.g. 40K) Refer to standard specs above.	User Initiated Audio, Visible Controls. Original creative should be AVI, MOV, MPEG-1 or MPEG-2 format.

ACCEPTABLE 3RD PARTY FORMATS

- BlueStreak
- Unicast
- Eyeblander
- PointRoll
- United Virtualities
- Eyewonder
- CheckM8
- DART Motif
- Klipmart
- Atlas DMT
- Rovion (IE only)
- Yahoo! Rich Media (Ad Interax)
- Adfare
- Smart Media

Note: Tribune Interactive will test any 3rd Party creative solutions.

Ad Requirements

ACCEPTED FILE FORMAT:

GIF87, GIF89a, JPEG, SWF (must also provide back-up GIF/JPG image)

RESOLUTION:

72 dpi

ANIMATION:

Animation may loop 3 time, 15 sec. max. for standard ad units

CLICK URL:

Click URL must be included when creative is submitted. Length can NOT exceed 1,000 characters.

Flash files must include clickTag. [Click here for instructional PDF.](#)

GUIDELINES

All creative assets must be submitted for testing and approval at least 3 business days prior to the campaign start date.

Ads may not be designed to blend in with the site or mimic editorial fonts or colors.

Ads may not include fake form elements or other graphic symbols that represent non-existent functionality.

Frequency capping is applied to all ads that obstruct content. Examples include floating ads, user surveys, pop-up ads, and interstitials (between page ads). TI uses cookies to set frequency caps.

Pop-up or free-form ads may only appear on a single page load at a time, and are subject to frequency capping.

Open Window Commands: Mouse-over interaction with an ad may only invoke ad interaction within the current browser window. Simple mouse-over must not link a user to a new website.

Close Buttons: All expanding ads and floating ads must include a close button. Close buttons should appear in the upper right corner of any expanding panels and include a prominent "close" or "X" designation. Floating ads must use the word "close" or a prominent "X" in close proximity to the upper right corner of the ad.

Ads with close buttons that click to an advertiser website will be returned for correction.

[top](#)

EMAIL AD PROGRAMS	SPECS	MAX FILE SIZE	FORMAT
Solo Admails	Width 600 pixels x Height can vary	40K	HTML, TEXT
Travel Unraveled Newsletter	728 x 90 120 x 600 150 x 100	40K 40K 20K	JPG/GIF ONLY
Food & Drink Newsletter	728 x 90 120 x 600 150 x 100	40K 40K 20K	JPG/GIF ONLY
Local Market Newsletters	Ad Sizes Vary	N/A	JPG/GIF ONLY