













DIGITAL





SPEC

SHEET

Postmedia offers a wide variety of digital desktop, mobile and tablet ad formats for premium exposure of advertiser messaging across our brands.

DISPLAY AD FORMATS

STANDARD	DESKTOP PG PMP		
	LEADERBOARD  728x90 Traditional Digital Ads optimized for horizontal scrolling.	BIG BOX  300x250 Traditional Digital Ads optimized for horizontal scrolling.	BILLBOARD  970x250 Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.
	PG PMP PD		
PREMIUM	XL BILLBOARD  1200x250 Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	XL LEADERBOARD  1200x90 Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	VIDEO PRE-ROLL IN STREAM  Premium video pre-roll that plays before content. Generally found on Story pages.
	FEATURE CONTENT PLAYER  Next Generation Right-Rail video player with sticky functionality for increased engagement.	PG PMP PD	
ENHANCED AD EXPERIENCE	HOMEPAGE TAKEOVER  Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.	POINT OF ENTRY SPONSORSHIP  Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.	INTERSCROLLER  Static: 2400x1680 Animated: 1000x700 Largest Display ad size available. Next generation Wallpaper positioned in between content strategically for increased engagement.
	PG		
	PG		

DISPLAY	MOBILE		
	MOBILE OPTIMIZED  BANNER 320x50 300x50	 BIG BOX 300x250	 TALL BLOCK 300x600
	 MOBILE INTERSCROLLER Static: 600x1200 Animated: 300x600 Next generation mobile wallpaper positioned in between content strategically for increased engagement.	PG	
VIDEO	Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance.		
	PG PMP PD		
	PRE-ROLL IN STREAM  Premium mobile video player which plays before content generally found on Story pages.	FEATURE CONTENT PLAYER  Mobile video player which loads at the bottom of Story pages for further engagement.	OUTSTREAM  Mobile video which plays on Story pages in between content.
PG PMP PD			
PG PMP PD			

CONTENT AD FORMATS

DESKTOP

CONTENT



CONTENT AD

675x140

In-feed ad with a similar look and feel of traditional editorial placements. Used to drive audiences to custom content on the Postmedia network as part of our content packages.

PG PMP

SPONSORSHIP



RESOURCE CENTRE

990x160

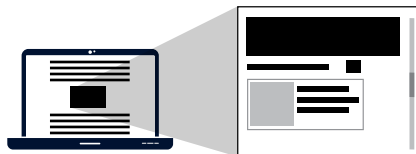
Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.



CONTENT MODULE

990x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to custom content on the Postmedia network.



COBRAND

300x250

Display ad that features both advertiser and Postmedia logos as well as a scrollable feed of custom content, including headlines and images.

*All sponsorship formats must be purchased as part of a custom sponsorship package.

MOBILE

CONTENT



CONTENT AD

255x90

In-feed ad with a similar look and feel of traditional editorial placements. Used to drive audiences to custom content on the Postmedia network as part of our content packages.

PG PMP

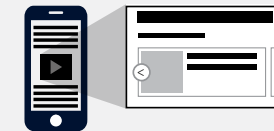
SPONSORSHIPS



RESOURCE CENTRE

255x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.



CONTENT MODULE

255x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to custom content on the Postmedia network.



COBRAND

300x250

Display ad that features both advertiser and Postmedia logos as well as a scrollable feed of custom content, including headlines and images.

CONTENT AD SPECS

CATEGORY SPONSORSHIP	CUSTOM CATEGORY	RESOURCE CENTRE (TEXT WIDGET)	CONTENT MODULE (LIST WIDGET)	SOCIAL FEED	STATIC COBRANDED AD	RSS COBRANDED AD	ASK ME ANYTHING WIDGET	CUSTOM CLIENT PROVIDED WIDGET
<p>ADVERTISER LOGO 116x40 pixels JPEG or PNG</p> <p>BRANDSELL 970x250, 728x90, 300x250, 300x600 Pixels Refer to Display specs for creative formats, sizes that are accepted</p> <p>INFEEED ADS Headline: 90 characters max Caption: 120 characters max Image size: 1000x750, 1MB max</p>	<p>ADVERTISER LOGO 60x30 pixels JPEG or PNG</p> <p>BRANDSELL 970x250, 728x90, 300x250, 300x600 Refer to Display specs for creative formats, sizes that are accepted</p> <p>TITLE CHARACTER COUNT: 52 characters max.</p>	<p>AD SIZE 990x160 (desktop), 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p>ADVERTISER LOGO 60x30 pixels JPEG or PNG</p> <p>TITLE CHARACTER COUNT 52 characters max. Must reflect the type of content.</p> <p>STORY PAGE URLS 4 Stories Minimum</p>	<p>AD SIZE 990x160 (desktop) 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p>TITLE CHARACTER COUNT 52 characters max. Must include the custom category title.</p> <p>STORY PAGE URLS 4 Stories Minimum</p>	<p>Twitter user name/ Facebook page URL</p>	<p>AD SIZE 300x600 (mobile only) 300x250 (desktop and mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p>ADVERTISER LOGO 60x30 pixels JPEG or PNG</p> <p>SPONSORED STORY URLS including custom category title (character count 52 characters max.)</p>	<p>AD SIZE 300x600 (mobile only) 300x250 (desktop and mobile)</p> <p>ADVERTISER LOGO 60x30 pixels JPEG or PNG</p> <p>CUSTOM CATEGORY RSS AND TITLE character count 52 characters max</p>	<p>ADVERTISER LOGO 100x100 Pixels JPEG or PNG</p>	<p>PROTECTED I FRAME</p>

DISPLAY AD SPECS

<p>PG PMP PD</p> <p>LEADERBOARD 728x90 BILLBOARD 970x250 BIG BOX 300x250 TALL BLOCK 300x600 XL LEADERBOARD 1200x90 XL BILLBOARD 1200x250</p>	<p>EXPANDING LEADERBOARD 728x90 EXPANDING BILLBOARD 970x250 EXPANDING BIG BOX 300x250 EXPANDING TALL BLOCK 300x600</p>	<p>PG PMP PD</p> <p>IN-BANNER VIDEO (VIDEO WITHIN AN AD UNIT) LEADERBOARD 728x90 BILLBOARD 970x250 BIG BOX 300x250 TALL BLOCK 300x600</p>	<p>PG PMP PD</p> <p>VIDEO (IN STREAM)</p>	<p>PG PMP PD</p> <p>VIDEO (OUT STREAM)</p>
<p>FILE SIZE 100kb file preferred, 1mb max file size</p> <p>ANIMATION 30 seconds auto, Unlimited during interaction</p> <p>Z-INDEX RANGE 0-4,999</p> <p>AUDIO User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p>VIDEO 30 fps max</p> <p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. To check your HTML5 ad for compliance, please use Google's HTML5 VALIDATOR</p>	<p>FILE SIZE 100kb file preferred, 1mb max file size 728x90 – 728x315 expanded size 970x250 – 970x500 expanded size 300x250 – 600x250 expanded size 300x600 – 600x600 expanded size</p> <p>ANIMATION 30 seconds auto, Unlimited during interaction</p> <p>Z-INDEX RANGE 5000-1,999,999</p> <p>AUDIO User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p>VIDEO 30 fps max</p> <p>GENERAL Expandable only on user interaction. If expanding on click, retract with “Close X” box. “Close X” button top right, Arial 12pt(Word) or 16pt(Flash)</p>	<p>FILE SIZE These units may expand; see expandable specifications. Max initial load: 40k; max polite load: 100k</p> <p>ANIMATION 30 secs or less; unlimited user interaction</p> <p>Z-INDEX RANGE 0-4,999</p> <p>AUDIO Must be user-initiated (on click; mute/ unmute); default state is muted.</p> <p>VIDEO 30 fps max</p> <p>GENERAL Controls necessary: Play, Pause, Mute (and/or volume to 0) Note: A close button is not required as the video resides within the ad unit 728x90 Must provide a standard jpeg/gif image backup file (40K or less) 970x250 5-7 days business days minimum for testing and execution</p>	<p>FILE SIZE 300mb max file size</p> <p>ANIMATION Skippable = 6 minute max. Skip button enabled at 5 second mark. Non-Skip = 15 seconds max. ** 6 second max preroll preferred for MOBILE **</p> <p>Z-INDEX RANGE 0-4,999</p> <p>AUDIO max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</p> <p>VIDEO 30 fps max</p> <p>GENERAL QuickTime(.mov), .avi, .mpg, .wmv, .flv, .mp4, .mpegs, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC (h265) Codecs accepted: mpeg2, wmv, H.264/aac, mpeg 4 **NO VPAID OR VAST WRAPPERS ACCEPTED** VAST 2.0 or higher preferred. VAST 3.0 required for skippable video. Tags must NOT have geo, browser, or any other targeting on the 3rd party end. To check your VAST tag for compliance, please use the VAST TAG INSPECTOR **Tags accepted from certified 3rd parties ONLY: DBM, comScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, and Research Now**</p>	<p>FILE SIZE 300mb max file size</p> <p>ANIMATION 30 second max duration</p> <p>Z-INDEX RANGE 0-4,999</p> <p>AUDIO May play automatically max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</p> <p>VIDEO 30 fps max</p> <p>GENERAL QuickTime(.mov), .avi, .mpg, .wmv, .flv, .mp4 Codecs accepted: mpeg2, wmv, H.264/aac, mpeg 4 300mb max file size 30 second max duration 0-4,999 **NO VPAID ACCEPTED** VAST 2.0 or higher preferred. To check your VAST tag for compliance, please use the VAST TAG INSPECTOR</p>

DISPLAY AD SPECS CONTINUED

<p>PG PMP PD</p> <p>MOBILE OPTIMIZED SITE BANNER 300x50 BIG BOX 300x250 TALL BLOCK 300x600</p>	<p>MOBILE APP BIG BOX 300x250 FULL PAGE PRE-APP INTERSTITIAL</p>	<p>TABLET APP (VIDEO WITHIN AN AD UNIT) BIG BOX 300x250 FULL PAGE PRE-APP INTERSTITIAL</p>	<p>INTERSCROLLER DESKTOP/TABLET/MOBILE</p>
<p>FILE SIZE 300x50 / 320x50 (50 KB) 300x250 (150KB) 300x600 (200KB) **second spot only**</p> <p>ANIMATION 10 seconds or less</p> <p>Z-INDEX RANGE N/A</p> <p>AUDIO —</p> <p>VIDEO —</p> <p>GENERAL Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tag. Static GIFs preferred over animated GIFs. Animated GIFs should follow KB size limits. NO FLASH ACCEPTED. If animated 3 loops/iterations with a maximum play time of 15 seconds..</p>	<p>FILE SIZE 300x250 (40KB) 320x480 (P) (40KB)</p> <p>ANIMATION 10 seconds or less</p> <p>Z-INDEX RANGE N/A</p> <p>AUDIO —</p> <p>VIDEO —</p> <p>GENERAL Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tags.Static GIFs preferred over animated GIFs. Animated GIFs should follow KB size limits. NO FLASH ACCEPTED. If animated 3 loops/iterations with a maximum play time of 15 seconds.</p>	<p>FILE SIZE 300x250 (40KB) 768x1024 (P) 1024x768 (L) (150kb)</p> <p>ANIMATION Maximum 30 seconds</p> <p>Z-INDEX RANGE N/A</p> <p>AUDIO —</p> <p>VIDEO —</p> <p>GENERAL Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tags. NO FLASH ACCEPTED. No close or 'x' button. The reader will swipe the ads in and out. Must use specific HTML coding for clickthrough, example: Google.ca Hyperlink Or <input type="button" onclick="window.open('http://www.cnn.com/','CNN', 'status=yes');" value="CNN.com Button">.</p>	<p>FILE SIZE Static: 2400x1680 (L), 600x1200 (P) Animated: 1000x700 (L), 300x600 (P) 100kb file preferred, 1mb max file size Solid HEX# colour code required for both static and animated background</p> <p>ANIMATION Maximum 30 seconds</p> <p>Z-INDEX RANGE —</p> <p>AUDIO —</p> <p>VIDEO —</p> <p>GENERAL Accepted Static - .jpg, .jpeg, .gif, .png / Animated - .gif files only **Creative MUST use a single solid colour background** Provide HEX# colour code for background colour bleed No HTML5 or 3rd party creative tags, click and impression tracking URLs allowed.</p>

DISPLAY AD SPECS - APPLE NEWS

BIG BOX 300x250	BILLBOARD 970x250	LEADERBOARD 728x90	TALL BLOCK 300x600	BANNER 300x50
<p>FILE SIZE 300x250 (150KB)</p>	<p>FILE SIZE 970x250 (200kb)</p>	<p>FILE SIZE 728x90 (150kb)</p>	<p>FILE SIZE 300x600 (200KB)</p>	<p>FILE SIZE 300x50 (50 KB)</p>
<p>ANIMATION 30 seconds auto Unlimited during interaction</p>	<p>ANIMATION 30 seconds auto Unlimited during interaction</p>	<p>ANIMATION 30 seconds auto Unlimited during interaction</p>	<p>ANIMATION 30 seconds auto Unlimited during interaction</p>	<p>ANIMATION 30 seconds auto Unlimited during interaction</p>
<p>Z-INDEX RANGE N/A</p>	<p>Z-INDEX RANGE N/A</p>	<p>Z-INDEX RANGE N/A</p>	<p>Z-INDEX RANGE N/A</p>	<p>Z-INDEX RANGE N/A</p>
<p>AUDIO N/A Expandable: Two-part expand only, No custom close.</p>	<p>AUDIO N/A Expandable: Two-part expand only, No custom close.</p>	<p>AUDIO N/A Expandable: Two-part expand only, No custom close.</p>	<p>AUDIO N/A Expandable: Two-part expand only, No custom close.</p>	<p>AUDIO N/A Expandable: Two-part expand only, No custom close.</p>
<p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.</p>	<p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.</p>	<p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.</p>	<p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.</p>	<p>GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.</p>

DISPLAY ENHANCED AD EXPERIENCE

Postmedia Solutions combines premium reader content with enhanced ad experience opportunities to **increase viewability** of your marketing message and **drive results**. This high-impact offering provides **exceptional placement** on Postmedia desktop and mobile sites that **demand consumer attention** and get your advertising noticed.

ENHANCED AD EXPERIENCE OPPORTUNITIES:

- **HOMEPAGE TAKE OVER:** This maximum exposure package allows your brand to dominate the premium ad units on targeted Postmedia site (or sites) for a 24-hour period with geo, day-parting and audience segmentation opportunities.
- **POINT OF ENTRY:** Your brand is seen first with this targeted opportunity that showcases your message with 100% share of voice above the fold at the consumer point of entry on the Postmedia network.
- **INTERSCROLLER:** Let your creative take over with a high-impact placement that demands attention by expanding your ad to fill the screen as people scroll through Postmedia content.



Build Brand Awareness

Target your customers with the right message at the right time.



Target Ideal Audience

Connect through any of Postmedia's 120+ print and digital brands across Canada.



First Party Data

Leverage Postmedia's proprietary first-party data to reach your customers.



INTERSCROLLER - STATIC

This document provides an overview of the specs as well as proper format for file delivery.

REQUIREMENTS:

2400x1680 creative will be seen by Desktop and Tablet (Landscape) screens.

600x1200 creative will be seen by Mobile and Tablet (Portrait) screens.

Creative should use a solid background colour. **HEX colour code must be supplied along with files for creative bleed edges.**

Fitting essential creative messaging within the safe area is at the discretion of the client/agency.

Two JPEG files –

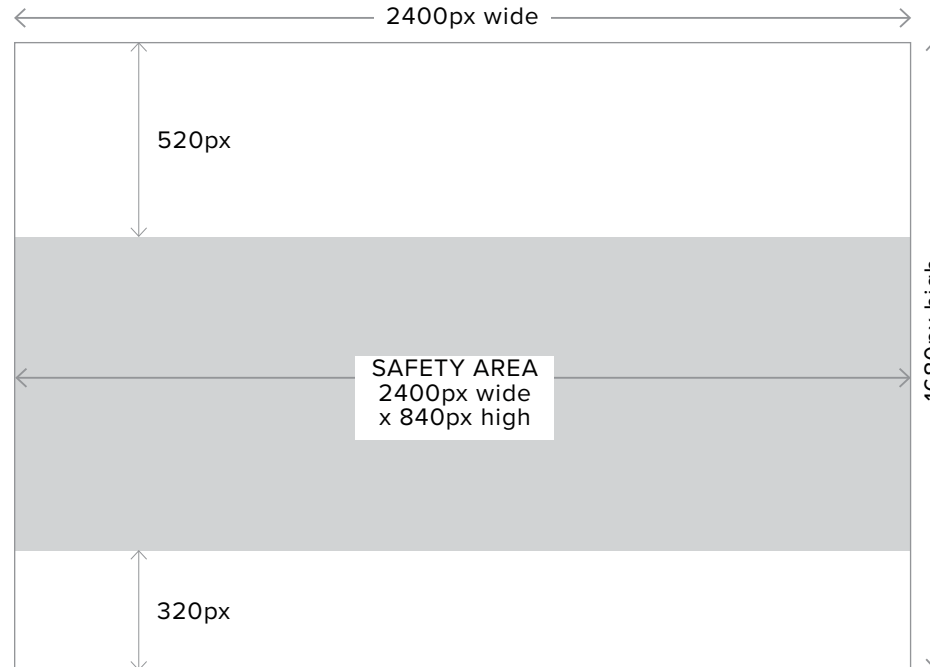
2400x1680 and 600x1200
(Max file size is 1 MB per file).

Must be received by Postmedia 5 days prior to live date for testing and revisions.

SPECS

DESKTOP/TABLET (LANDSCAPE)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (2400x1680px)



FORMAT FOR FILE DELIVERY:

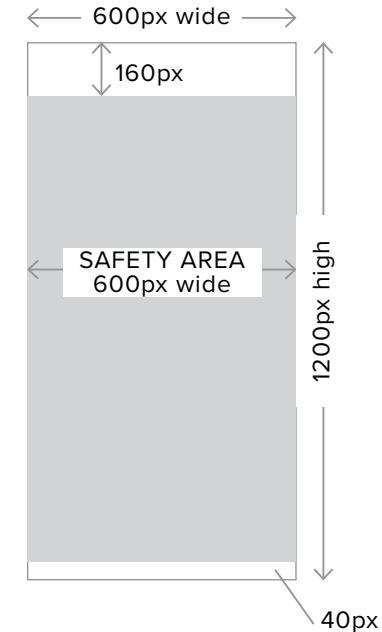
When saving the JPEG files, please follow the naming conventions

Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 2400x1680.JPG
(eg. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 2400x1680.jpg)

MOBILE/TABLET (PORTRAIT)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (600x1200px)



Mobile/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 600x1200.JPG
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 600x1200.jpg)

INTERSCROLLER - ANIMATED

This document provides an overview of the specs as well as proper format for file delivery. Please refer to our photoshop files to simply build your interscroller.

REQUIREMENTS:

1000x700 creative will be seen by Desktop and Tablet (Landscape) screens.

300x600 creative will be seen by Mobile and Tablet (Portrait) screens.

Creative should be animated GIF files only - maximum 30 seconds, NO HTML5 or 3rd party creative tags. Click & impression tracking URLs allowed.

Solid HEX# colour code must be provided for background.

Fitting essential creative messaging within the safe area is at the discretion of the client/agency.

Two GIF files –
1000x700 and 300x600
(1000KB max file size).

Must be received by Postmedia 5 days prior to live date for testing and revisions.

Creatives must meet AODA compliance.

SPECS

DESKTOP/TABLET (LANDSCAPE)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (1000x700px)



FORMAT FOR FILE DELIVERY:

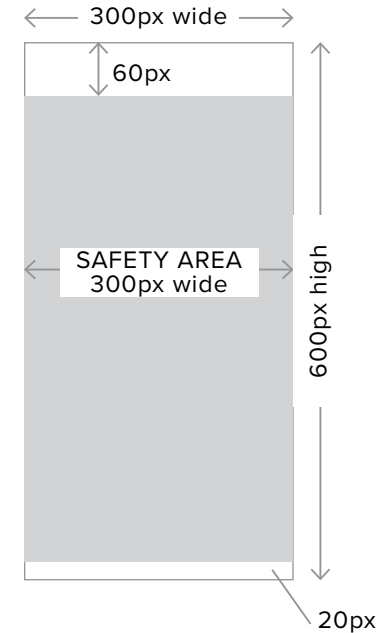
When saving the JPEG files, please follow the naming conventions

Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 1000x700.GIF
(eg. WINTER SALE STAPLES CANADA - FEB 7 2023 - INTERSCROLLER 1000x700.gif)

MOBILE/TABLET (PORTRAIT)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (300x600px)



Mobile/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 300x600.GIF
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2023 - INTERSCROLLER 300x600.gif)

HTML5 SUBMISSION GUIDELINES

	THIRD PARTY HOSTING	DOUBLECLICK CAMPAIGN MANAGER	SELF-CONTAINED	HTML5 BUNDLE
CREATIVE FORMAT	The HTML5 creative will be stored on a 3rd party server. Provided to Postmedia as 3rd party ad tag.	A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Manager.	A self-contained HTML5 snippet. Provided to Postmedia as single HTML5 file. Must be less than 1,000KB	A compressed file containing all HTML and supporting assets. Provided to Postmedia as compressed zip bundle. Must be less than 1,000KB

To test the compatibility of your HTML5 ad before submission, we recommend running it through Google's [HTML5 Validator](#) tool [HERE](#)

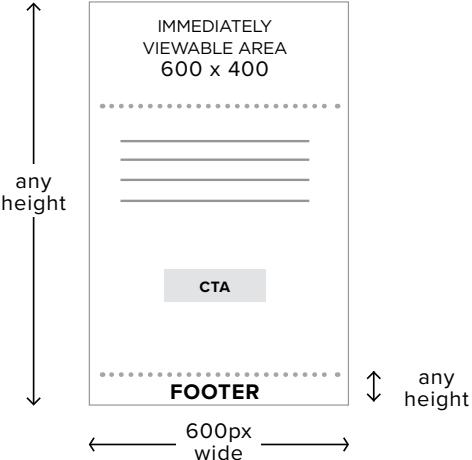
SOFTWARE USED	WHAT TO SUBMIT	SUMMARY OF STEPS	MORE DETAILS	NOTES
GOOGLE WEB DESIGNER **Preferred	ZIP file containing .html file and all .js, .css, and image assets, plus a static BACKUP .gif or .jpg file	<ol style="list-style-type: none"> 1. Create an Exit button 2. Make sure the Exit has an ID 3. Apply a clickthrough URL 4. Publish locally 5. Submit the resulting .zip for trafficking 	<p>CLICK HERE to learn how to add an exit button in Google Web Designer</p>	*HTML files must be received 5 days prior to run date for testing and execution
ADOBE EDGE ANIMATE **Limited support	ZIP file containing .html file and all .js, .css, and image assets, plus a static ZIP file .gif or .jpg file	<ol style="list-style-type: none"> 1. Add Studio Enabler 2. Create an Exit button 3. Adjust Publisher settings 4. Publish the project 5. Create a .zip archive of the resulted "web" folder and submit for trafficking 	<p>CLICK HERE to learn how to add Studio Enabler to your Edge project, and adjust the Publish settings</p>	*HTML files must be received 5 days prior to run date for testing, execution, and submission of revised material if necessary *RESULTS USING THIS SOFTWARE ARE NOT GUARANTEED
TUMULT HYPE **Limited support	ZIP file containing .html file and all .js, .css, and image assets, plus a static ZIP file .gif or .jpg file	<ol style="list-style-type: none"> 1. Add Studio Enabler 2. Add the Polite Load listener 3. Create an Exit button 4. Export to HTML 5. Create a .zip archive of the exported folder and submit for trafficking 	<p>CLICK HERE to learn how to add Studio Enabler, Polite LOad, and Exit to your Hype document</p>	*HTML files must be received 5 days prior to run date for testing, execution, and submission of revised material if necessary *RESULTS USING THIS SOFTWARE ARE NOT GUARANTEED

ADDITIONAL INFO

CREATIVES NOT COMPLIANT WITH ONE OF THE ABOVE MUST BE SUBMITTED AS THIRD PARTY AD TAGS. Postmedia is not responsible for the costs associated with third-party hosting.

All HTML5 creatives **MUST** have a valid ClickTag or Exit function. For additional support please refer to the [DoubleClick Help](#) article [HERE](#). **PLEASE NOTE THAT ALL HTML ASSETS REQUIRE EXTERNAL HOSTING.**

EMAIL MARKETING SPECS

E-NEWSLETTER LEADERBOARD 728x90 BIG BOX 300x250	EBLAST 600x400 PIXELS
<p>FILE SIZE 100kb file preferred, 1mb max file size</p> <p>ANIMATION 30 seconds auto Unlimited during interaction (Animated GIF required)</p> <p>Z-INDEX RANGE 0-4,999</p> <p>GENERAL Accepted .jpg, .jpeg, .gif, .png</p>	<p>Below provides an overview of the specs as well as proper format for file delivery. It is extremely important that your eblast meets AODA (Accessibility for Ontarians with Disabilities Act) compliancy as penalties are quite substantial.</p> <p>On average, the top 600px by 400px are immediately viewable. This area should be utilized for showing attention-grabbing headers and/or hero images. Headline text is allowed but should only cover 20% of the full image area. 600px wide or 598px if a 1px border is present on either side</p>  <p>SUBJECT LINE Must be descriptive</p> <p>SIZE Adhere HTML5 file to maximum width of 600</p> <p>ORDER It's important for all your subscribers to be able to view your content in a logical order no matter what device they're using, but it's especially vital for people who use screen readers</p> <p>ALL COPY MUST BE LIVE HTML TEXT Subscribers who use a screen reader, or have images blocked in their email client, will not see information in images. Make sure the most critical content in your message is presented in text</p> <p>FOUNTS Use web fonts whenever possible at a minimum of 16pt</p> <p>IMAGES Optimize JPG, GIF or PNG file sizes for quick load times, maximum 1MB per eblast. If there is text in your image it will not be accessible by screen readers</p> <p>RESPONSIVE Images and text must be legible when on mobile and accommodate for all screen sizes and ratios</p> <p>USE EFFECTIVE COLOUR CONTRAST it is generally a good design choice, but it's especially important for people with color blindness</p> <p>CTA BUTTON Use one clear button which is easy to click</p> <p>FOOTER Include the physical address of business, unsubscribe link, legal verbiage, support links and social networks as appropriate</p>

HEADLINE WITHIN VIEWABLE AREA 



MAIN IMAGE WITHIN VIEWABLE AREA 



DOOH CREATIVE SPECS - CANADA

IMPORTANT SPEC INFORMATION:

- Static: JPG
- Video: MOV or MP4
- Max File Size (Static): 10MB
- Max File Size (Video): 50MB
- Static Color Space: RGB and CMYK

All creative is subject to media owner approval and may get rejected based on category restriction / content.

PARENT VENUE	CHILD VENUE	SPECS	LANGUAGE(S)	STATIC (10MB)	VIDEO (50MB)	VIDEO DURATION	VIDEO W/AUDIO	NOTES
EDUCATION	COLLEGES AND UNIVERSITIES	1920x1080 (16:9)	English & French	✓	✓	:15	✓	
ENTERTAINMENT	HOTELS	1920x1080	English	✓	✓	:06, :10, :15, :30	X	
	BARS	1920x1080 (16:9)	English & French	✓	✓	:15	Varies	
		1080x1920 (9:16)	English & French	✓	✓	:05, :10, :15, :20, :30	✓	
	RECREATIONAL LOCATIONS	1920x1080 (16:9)	English	✓	✓	:15, :30	X	
	SPORTS ENTERTAINMENT	1920x1080 (16:9)	English	✓	✓	:15 or :30	X	
	CASUAL DINING	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	X	
1080x1920 (9:16)		English & French	✓	✓	:05, :10, :15, :20, :30	✓		
GOVERNMENT	DMV	1920x1080 (16:9)	English & French	✓	✓	:15	X	Requires BOTH English and French creative
HEALTH AND BEAUTY	GYMS	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	Varies	
	SALONS	1920x1080 (16:9)	English & French	✓	✓	:15	✓	
OFFICE BUILDINGS	OFFICE BUILDINGS	1920x1080 (16:9) 1024x576, 1280x960, 740x416, 448x252	English & French	✓	✓	:15 or :30	X	

DOOH CREATIVE SPECS - CANADA

PARENT VENUE	CHILD VENUE	SPECS	LANGUAGE(S)	STATIC (10MB)	VIDEO (50MB)	VIDEO DURATION	VIDEO W/AUDIO	NOTES
OUTDOOR	BILLBOARDS	1920x1080 (16:9) 368x176, 1664x832, 1152x576, 1056x288, 1088x320, 624x288, 1400x400, 1920x1080	English & French	✓	✓	Varies	X	Specs and video availability vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
	BUS SHELTERS	2160x3840 1080x1920	English & French	✓	X	X	X	
	URBAN PANELS	1080x1920 (9:16)	English & French	✓	X	X	X	
POINT OF CARE	DOCTORS OFFICES	1920x1080 (16:9)	English & French	✓	✓	:15, :20	X	
RESIDENTIAL	APARTMENT BUILDINGS	960x700	English & French	✓	✓	Varies	X	Specs and video availability vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
		1920x1080 (16:9)	English & French	✓	✓		X	
		1280x960	English & French	✓	✓		X	
		1024x576	English & French	✓	✓		X	
RETAIL	CONVENIENCE STORES	1080x1920 (9:16)	English & French	✓	X	X	X	
		1920x1080 (9x16)	English & French	✓	✓	:15 or :30	Varies	
	GAS STATIONS	1920x1080 (16:9)	French	✓	✓	:15	X	Québec only
	MALLS	1080x1920 (9:16)	English & French	✓	✓	Varies	X	Specs and video availability vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
		1920x1080 (16:9)	French	✓	✓		X	
		1920x540	English & French	✓	✓		X	
		5120x720	English & French	✓	✓		X	
LIQUOR STORES	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	✓		
TRANSIT	AIRPORTS	1920x1080 (16:9)	English & French	✓	✓	:15	X	
	SUBWAY	1080x1920 (9:16)	French	✓	✓	:15	X	
		1920x1080 (16:9) 1200x675 1350x759	English & French	✓	✓	:15	X	
	TAXI AND RIDESHARE TV	1920x1080 (16:9)	English	✓	✓	:06, :10, :15, :30	✓	

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