



*The Gazette*

# 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.



**TALL BLOCK**

300x600

Traditional Digital Ads optimized for horizontal scrolling, allow for more content in a smaller space.



**BILLBOARD**

970x250

Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.

PG

PMP

PD


PG

PMP

PD

PREMIUM


DESKTOP



**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.



**OUTSTREAM**

Video that plays on story pages in between content


PG

PMP

PD

ENHANCED AD EXPERIENCE

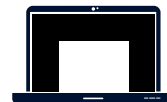
DESKTOP



**PAGE TAKEOVER (DISPLAY ONLY)**

Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.


PG



**PAGE TAKEOVER (WITH MULTI-UNIT SKIN)**

Display ad sponsorship opportunity to takeover every ad slot on a page including the responsive and high-impact rich media ad product, multi-unit skin that takes over the entire background.

PG



**POINT OF ENTRY (DISPLAY ONLY)**


Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.

PG


DISPLAY

MOBILE


MOBILE OPTIMIZED



**BANNER**  
320x50 300x50



**BIG BOX**  
300x250



**TALL BLOCK**  
300x600


Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance.

PG

PMP

PD

VIDEO




**PRE-ROLL IN STREAM**

Premium mobile video player that plays before content generally found on Story pages.

PG

PMP

PD



**OUTSTREAM**

Mobile video that plays on Story pages in between content.

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

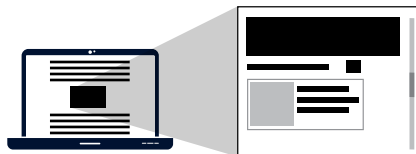
Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.



### 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



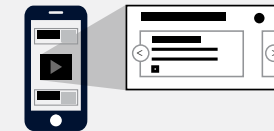
### CONTENT AD

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

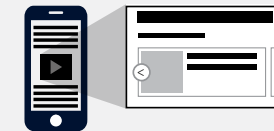
SPONSORSHIPS



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

# DISPLAY AD SPECS

<p><b>PG PMP PD</b></p> <p><b>LEADERBOARD</b> 728x90  <b>BILLBOARD</b> 970x250  <b>BIG BOX</b> 300x250  <b>TALL BLOCK</b> 300x600  <b>XL LEADERBOARD</b> 1200x90  <b>XL BILLBOARD</b> 1200x250</p>	<p><b>EXPANDING LEADERBOARD</b> 728x90  <b>EXPANDING BILLBOARD</b> 970x250  <b>EXPANDING BIG BOX</b> 300x250  <b>EXPANDING TALL BLOCK</b> 300x600</p>	<p><b>PG PMP PD</b></p> <p><b>IN-BANNER VIDEO</b>            (VIDEO WITHIN AN AD UNIT)  <b>LEADERBOARD</b> 728x90  <b>BILLBOARD</b> 970x250  <b>BIG BOX</b> 300x250  <b>TALL BLOCK</b> 300x600</p>	<p><b>PG PMP PD</b></p> <p><b>VIDEO</b>            (IN STREAM)</p>	<p><b>PG PMP PD</b></p> <p><b>VIDEO</b>            (OUT STREAM)</p>
<p><b>FILE SIZE</b> 100kb file preferred, 1mb max file size</p> <p><b>ANIMATION</b> 30 seconds auto, Unlimited during interaction</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. To check your HTML5 ad for compliance, please use <a href="#">Google's HTML5 VALIDATOR</a></p>	<p><b>FILE SIZE</b> 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><b>ANIMATION</b> 30 seconds auto, Unlimited during interaction</p> <p><b>Z-INDEX RANGE</b> 5000-1,999,999</p> <p><b>AUDIO</b> User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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><b>FILE SIZE</b> These units may expand; see expandable specifications. Max initial load: 40k; max polite load: 100k</p> <p><b>ANIMATION</b> 30 secs or less; unlimited user interaction</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> Must be user-initiated (on click; mute/ unmute); default state is muted.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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><b>FILE SIZE</b> 300mb max file size</p> <p><b>ANIMATION</b> 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><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps, 44kHz, stereo CBR</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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 <a href="#">VAST TAG INSPECTOR</a> **Tags accepted from certified 3rd parties ONLY: DBM, comScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, and Research Now**</p>	<p><b>FILE SIZE</b> 300mb max file size</p> <p><b>ANIMATION</b> 30 second max duration</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> May play automatically max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps, 44kHz, stereo CBR</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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 <a href="#">VAST TAG INSPECTOR</a></p>

# DISPLAY AD SPECS CONTINUED

<p><b>PG PMP PD</b></p> <p><b>MOBILE OPTIMIZED SITE</b>  <b>BANNER 300x50</b>  <b>BIG BOX 300x250</b>  <b>TALL BLOCK 300x600</b></p>	<p><b>MOBILE APP</b>  <b>BIG BOX 300x250</b>  <b>FULL PAGE PRE-APP INTERSTITIAL</b></p>	<p><b>TABLET APP</b>            (VIDEO WITHIN AN AD UNIT)  <b>BIG BOX 300x250</b>  <b>FULL PAGE PRE-APP INTERSTITIAL</b></p>
<p><b>FILE SIZE</b>            300x50 / 320x50 (50 KB)            300x250 (150KB)            300x600 (200KB) **second spot only**</p> <p><b>ANIMATION</b>            10 seconds or less</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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><b>FILE SIZE</b>            300x250 (40KB)            320x480 (P) (40KB)</p> <p><b>ANIMATION</b>            10 seconds or less</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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><b>FILE SIZE</b>            300x250 (40KB)            768x1024 (P) 1024x768 (L) (150kb)</p> <p><b>ANIMATION</b>            Maximum 30 seconds</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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:            &lt;a href="http://www.google.ca"&gt;Google.ca Hyperlink&lt;/a&gt; Or &lt;input type="button" onclick="window.open('http://www.cnn.com/', 'CNN', 'status=yes');" value="CNN.com Button"&gt;.</p>

# DISPLAY AD SPECS - APPLE NEWS

BIG BOX 300x250	BILLBOARD 970x250	LEADERBOARD 728x90	TALL BLOCK 300x600	BANNER 300x50
<p><b>FILE SIZE</b> 300x250 (150KB)</p>	<p><b>FILE SIZE</b> 970x250 (200kb)</p>	<p><b>FILE SIZE</b> 728x90 (150kb)</p>	<p><b>FILE SIZE</b> 300x600 (200KB)</p>	<p><b>FILE SIZE</b> 300x50 (50 KB)</p>
<p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p>	<p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p>	<p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p>	<p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p>	<p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p>
<p><b>Z-INDEX RANGE</b> N/A</p>	<p><b>Z-INDEX RANGE</b> N/A</p>	<p><b>Z-INDEX RANGE</b> N/A</p>	<p><b>Z-INDEX RANGE</b> N/A</p>	<p><b>Z-INDEX RANGE</b> N/A</p>
<p><b>AUDIO</b> N/A Expandable: Two-part expand only, No custom close.</p>	<p><b>AUDIO</b> N/A Expandable: Two-part expand only, No custom close.</p>	<p><b>AUDIO</b> N/A Expandable: Two-part expand only, No custom close.</p>	<p><b>AUDIO</b> N/A Expandable: Two-part expand only, No custom close.</p>	<p><b>AUDIO</b> N/A Expandable: Two-part expand only, No custom close.</p>
<p><b>GENERAL</b> 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><b>GENERAL</b> 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><b>GENERAL</b> 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><b>GENERAL</b> 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><b>GENERAL</b> 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:

- **PAGE TAKEOVER (DISPLAY ONLY):** 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 and day-parting opportunities.
- **PAGE TAKEOVER (WITH MULTI-UNIT SKIN):** In addition to all premium display ad units on targeted Postmedia site (or sites) for a 24-hour period with geo and day-parting opportunities, multi-unit skin ads are a premium format that covers the entire background of the page.
- **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.



### 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.





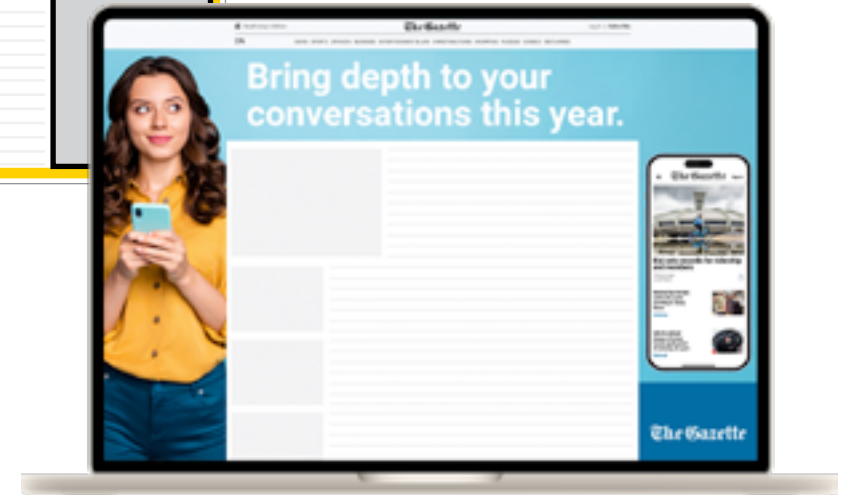
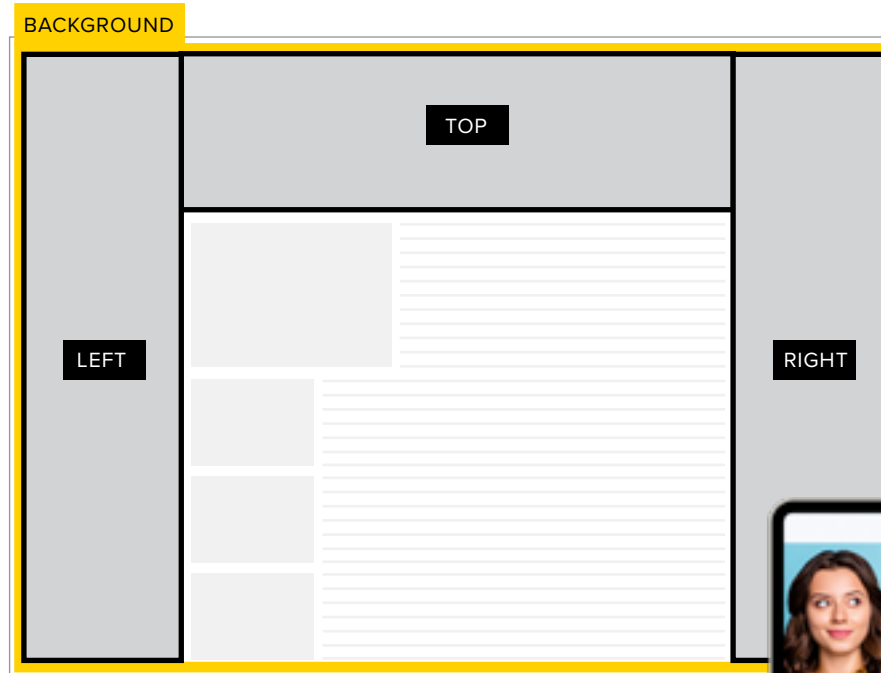
# MULTI-UNIT SKIN (MUS)

## DETAILS:

- A high-impact rich media ad product that wraps the entire webpage, capable of offering animated graphics, video, and a variety of other features.
- Built custom by Postmedia's Creative Services team to include a top banner, left & right panels, and a responsive background, all served together in a single ad unit.
- Booked to accompany other standard display sizes (leaderboards, billboards, tall blocks, and big boxes) to create a fully branded page takeover experience.
- Standard reporting metrics (impressions, clicks, CTR%) available.

## CREATIVE REQUIREMENTS:

- Creative for this ad call must be built by Postmedia's internal team.  
**We are unable to accept any client provided camera ready assets.**
- For clients requiring both display ad and multi unit skin creative, clients should provide all assets (logos, images, CTAs, URLs, etc.) as per the standard creative brief.
- For clients with existing camera ready creative, clients should provide the individual assets used in their display ads. The creative team will repurpose these assets into the multi unit skin to create a cohesive design.
- Third-party impressions and click-tracking URLs can be used.



# 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"> <li>1. Create an Exit button</li> <li>2. Make sure the Exit has an ID</li> <li>3. Apply a clickthrough URL</li> <li>4. Publish locally</li> <li>5. Submit the resulting .zip for trafficking</li> </ol>	<a href="#">CLICK HERE</a> to learn how to add an exit button in Google Web Designer	*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"> <li>1. Add Studio Enabler</li> <li>2. Create an Exit button</li> <li>3. Adjust Publisher settings</li> <li>4. Publish the project</li> <li>5. Create a .zip archive of the resulted "web" folder and submit for trafficking</li> </ol>	<a href="#">CLICK HERE</a> to learn how to add Studio Enabler to your Edge project, and adjust the Publish settings	*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"> <li>1. Add Studio Enabler</li> <li>2. Add the Polite Load listener</li> <li>3. Create an Exit button</li> <li>4. Export to HTML</li> <li>5. Create a .zip archive of the exported folder and submit for trafficking</li> </ol>	<a href="#">CLICK HERE</a> to learn how to add Studio Enabler, Polite LOad, and Exit to your Hype document	*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.**

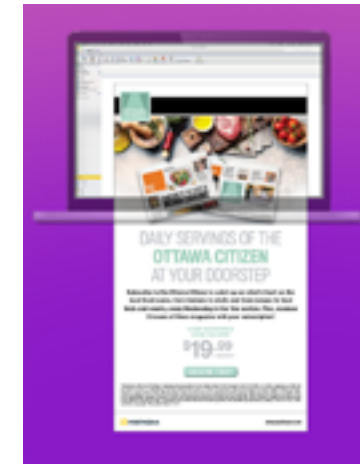
# EMAIL MARKETING SPECS

<b>E-NEWSLETTER LEADERBOARD</b> 728x90 <b>BIG BOX</b> 300x250	<b>EBLAST</b> 600x400 PIXELS
<p><b>FILE SIZE</b> 100kb file preferred, 1mb max file size</p> <p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction (Animated GIF required)</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>GENERAL</b> Accepted .jpg, .jpeg, .gif, .png</p>	<p><b>SPECS</b></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> <div data-bbox="555 778 1024 1235"> </div> <p><b>SUBJECT LINE</b> Must be descriptive</p> <p><b>SIZE</b> Adhere HTML5 file to maximum width of 600</p> <p><b>ORDER</b> 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><b>ALL COPY MUST BE LIVE HTML TEXT</b> 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><b>FONTS</b> Use web fonts whenever possible at a minimum of 16pt</p> <p><b>IMAGES</b> 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><b>RESPONSIVE</b> Images and text must be legible when on mobile and accommodate for all screen sizes and ratios</p> <p><b>USE EFFECTIVE COLOUR CONTRAST</b> it is generally a good design choice, but it's especially important for people with color blindness</p> <p><b>CTA BUTTON</b> Use one clear button which is easy to click</p> <p><b>FOOTER</b> 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	✓	

FOR MORE INFORMATION PLEASE VISIT [POSTMEDIASOLUTIONS.COM](https://www.postmediasolutions.com)