# DIGITAL AD SPECS

ADVANCE LOCAL

Leaderboard | 1

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable sizes:
728x90 > 728x270
728x90 > 728x315
728x90 > 1024x768 (tablet only)

Wallpaper | 3

Advance Local sites only
Dimensions: 1280-1680 wide x 800-1600 high
(1000px of white space in the center. Due to different monitor sizes, the full width may not be seen on all monitors; plan accordingly.)
File Size: 200 kb max, 100 kb optimal
File Format: JPG
Animation: None
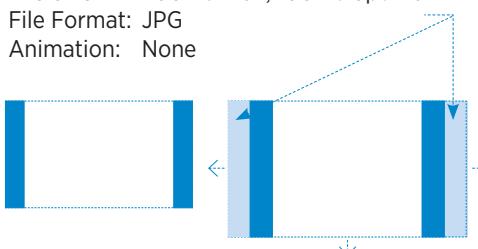
Half Page | 4

Dimensions: 300x600
File Size: 60 kb
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable size: 300x600 > 560x600

Wide Sky | 5

Extended network only
Dimensions: 160x600
File Size: 60 kb
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable sizes:
160x600 > 300x600
160x600 > 320x600

Rectangle | 2

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expandable sizes: 300x250 > 500x300
300x250 > 600x250 | 300x250 > 1024x768
(tablet only) | 300x250 > 320x480 (mobile only)
RRM and IBV available for desktop, mobile browser, and extended reach mobile apps.

Billboard | 6

Dimensions: 970x250 to 196x31
File Size: 200 kb Max
File Format: JPG, PNG
Animation: 15 sec max

Pushdown | 7

Advance Local sites only
Dimensions: 970x90 to 970x415
File Size: 200 kb Max
File Format: JPG, PNG, GIF
Animation: 15 sec max

Filmstrip | 4

Dimensions: 300x600 (max 5 panels that scroll top to bottom)
File Size: 200kb, 300 kb Max
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max

Portrait | 4

Dimensions: 300x1050
File Size: 200kb, 300 kb Max
File Format: JPG, PNG, GIF
Animation: RRM/IBV 15 sec max

DESKTOP AD POSITIONS

Halfpage
Filmstrip
Portrait
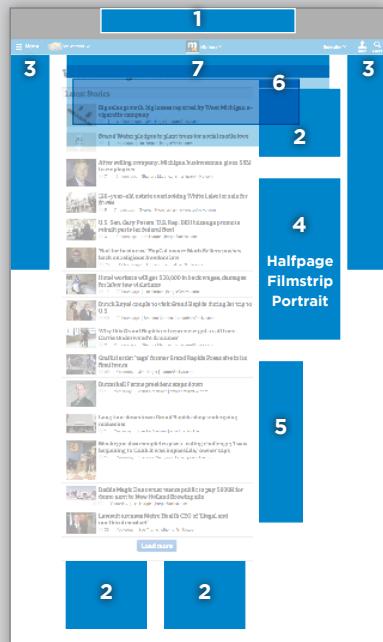
MOBILE AD POSITIONS

Expanded Landing Page
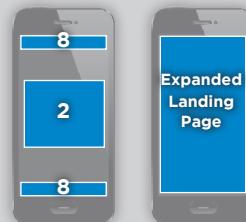
Mobile Banner | 8

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF
Animation: GIF, RRM; 15 sec max
Expands to:
300x250
320x480
RRM available for desktop, mobile browser, and extended reach mobile apps.

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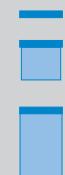
Facebook & Instagram Specs: For images to be used in social media ads

Use these guidelines to design an image that looks good everywhere it appears on social media. The recommended image size ensures your imagealways looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.
Recommended image size:
1200 x 628 (for single image ads)
1080x1080 (for carousel ads)

Your image may not include more than 20% text.
Designers only create the image. The headline and link description text are added by the fulfillment team.

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.

If providing video, we'll need:
- The original video file as MOV, or MP4.
- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

DIGITAL AD SPECS

ADVANCE LOCAL

HTML File Size Specifications:

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE (KB)	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)	10 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 (these are advertising sites provided through Google, App Nexus, Microsoft, etc.), 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.