# DIGITAL
## ADVERTISING SPECS

## SUBMIT DIGITAL ADVERTISING

Creative units must be submitted to your designated digital operations coordinator a minimum of 2 business days prior to the campaign launch for standard media and 5 business days prior to the launch for rich media to enable thorough testing. Failure to supply creative materials by the established deadline may result in the delay or rescheduling of the ad campaign.

**SUBMIT CREATIVE UNITS VIA EMAIL:**
jberardi@groupc.com and luann@groupc.com

Send creative files attached to, not embedded in, your email.

Creative submissions should include the following:
• Advertiser name

• Site name
• Detailed placement instructions
• Creative files
• Alternate text (30 character limit, if applicable)
• Linking URLs - linking URLs must be based on
  domain name and cannot be the IP address
  (i.e., http:// 67.228.166.146)

Flash is NOT an approved format, only HTML5-compliant creatives are accepted.

**IMPORTANT:** The creation of ad types using HTML5 is the responsibility of the advertising partner. Adhere to the following HTML 5 Guidance: http://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/
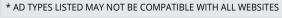
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| Ad Type | Ad Unit Size | File Size (GIF/JPEG/PNG) | File Size - Initial Max (HTML 5) | File Size - Polite Max (HTML 5) | Video Load Size | Expansion Dimensions (Close Button Required) | Max Animation Time & Looping | Video FPS Max | Audio/Video/Expansion Initiation |
|---|---|---|---|---|---|---|---|---|---|
| **Medium Rectangle** | 300x250 | 50k | 150k | 250k | 2MB | 600x250 | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Half Page** | 300x600 | 150k | 200k | 300k | 2MB | 600x250 | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Portrait** | 300x1050 | 150k | 200k | 1MB | 2MB | – | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Skyscraper** | 160x600 | 50k | 150k | 250k | 2MB | 600x600 | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Leaderboard** | 728x90 | 50k | 150k | 250k | 2MB | 728x315 | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Desktop/Tablet Adhesion** | 728x90 | 50k | – | – | – | – | Static | – | – |
| **Pushdown/Super Leaderboard** | 970x90 | 150k | 200k | 300k | 2MB | 970x415 | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Billboard** | 970x250 | 150k | 200k | 1MB | 2MB | – | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **Mobile Banner** | 320x50 | 30k | 100k | 150k | 2MB | – | :15 animation, :30 for video, 3 loops max | 30fps | – |
| **Mobile Adhesion Banner** | 320x50 | 30k | – | – | – | – | Static | – | – |
| **Button** | 120x60 125x125 | 20k | – | – | – | – | Static | – | – |
| **Interstitial** | 550x480 | 100k | 200k | 300k | 2MB | – | :15 animation, :30 for video, 3 loops max | 30fps | User initiated on click |
| **In-Content Text** | 150 characters, including spaces | – | – | – | – | – | – | – | – |
| **Wallpaper/ Brandscape** | See spec details listed on next page. | | | | | | | | |

\* AD TYPES LISTED MAY NOT BE COMPATIBLE WITH ALL WEBSITES

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| Wallpaper/Brandscape specs for all sites (excluding LawnSite): | | Wallpaper/Brandscape specs for LawnSite: | |
|---|---|---|---|
| While a PSD file is recommended and preferred, if submitting a JPEG, provide a separate header and left/right panel images for all the sizes below. | | | |
| **PSD** | · <u>Click here</u> for detailed specs on dimensions | **PSD** | · <u>Click here</u> for detailed specs on dimensions |
| **JPEG – Small** (displays on screens 1280px and 1399px) | · Header should always be included, 1200x200<br>· Left/right panel would compliment the header with a repeated pattern or color for example, 40x1680 | **JPEG – Small** (displays on screens 1280px and 1399px) | · Left/right panel size should be 90x1680<br>· Safe visual height is 600px for the left/right panels |
| **JPEG – Medium** (displays on screens 1400px to 1599px) | · Header image is optional<br>· Left/right panels should be 100x1680<br>· Safe visual height is 700px for the left/right panels | **JPEG – Medium** (displays on screens 1400px to 1599px) | · Left/right panels should be 150x1680<br>· Safe visual height is 700px for the left/right panels |
| **JPEG – Large** (displays on screens 1600px to 1919px) | · Header image is optional<br>· Left/right panels should be 200x1680<br>· Safe visual height is 800px for the left/right panels | **JPEG – Large** (displays on screens 1600px to 1919px) | · Left/right panels should be 250x1680<br>· Safe visual height is 800px for the left/right panels |
| **JPEG – Extra Large** (displays on screens 1920px and larger) | · Header image is optional<br>· Left/right panels should be 300x1680<br>· Safe visual height is 800px for the left/right panels<br>· Design and submit one PSD file for the "Extra Large" version | **JPEG – Extra Large** (displays on screens 1920px and larger) | · Left/right panels should be 410x1680<br>· Safe visual height is 800px for the left/right panels |

**NOTES:**
· These specs are for responsive wallpaper/bransdcapes units, which are defined as units that automatically resize depending on the user's screen size to provide the best user experience.
· **Safe visual height** means any text or important images should not exceed past this pixel height in order to ensure it's visible on all the most common screen resolutions in this resolution range.
· **Optional** - panels can also display a solid background color (hex color code, example #ffffff for white) to fill any gaps between the browser edge and the left/right panel edge.

## GENERAL GUIDANCE AND REQUIREMENTS

· Creative must conform to ad size and specifications outlined herein.

· The digital operations department is not responsible for any changes to ad creative; all changes must be made by the client and resubmitted for placement.

· Do not include fake HTML or simulated form interactivity, or obscene/objectionable images.

· Creative cannot use the 'publication/site' name or logo without preapproval.

· Ads click through to the provided URL in a new browser.

· Static GIF/JPEG/PNG only accepted for newsletters.

· Ads with video/audio require play, pause, mute, and stop buttons. Audio is user initiated and video is host or user initiated.

· Expandable ads require a clearly marked close button and only 3rd party served ads are accepted.

· Ad Border - Creatives with partially black or white backgrounds must have a visible 1x1 border of a contrasting color.

## THIRD-PARTY NETWORKS

· We accept creative from most major ad serving networks (please inquire).

· Third-party tags must be live at the time of submission to enable thorough testing before launch.

· Reporting access must be provided for all third-party served campaigns.

## REPORTING & DISCLAIMERS

· The digital operations department will provide reporting — campaign launch and campaign expiration — on impressions, clicks and CTR. **NOTE:** We will attempt to provide the same reporting for third-party ads but may be limited based on tagging configurations.

· Click-through tracking may not be available on ads that use embedded or compiled URL information within creative elements.

· The digital operations department reserves the right to preserve the user experience of its sites and to remove any advertisement which is deemed annoying and/or harmful to our users at any time.