

WALLPAPER

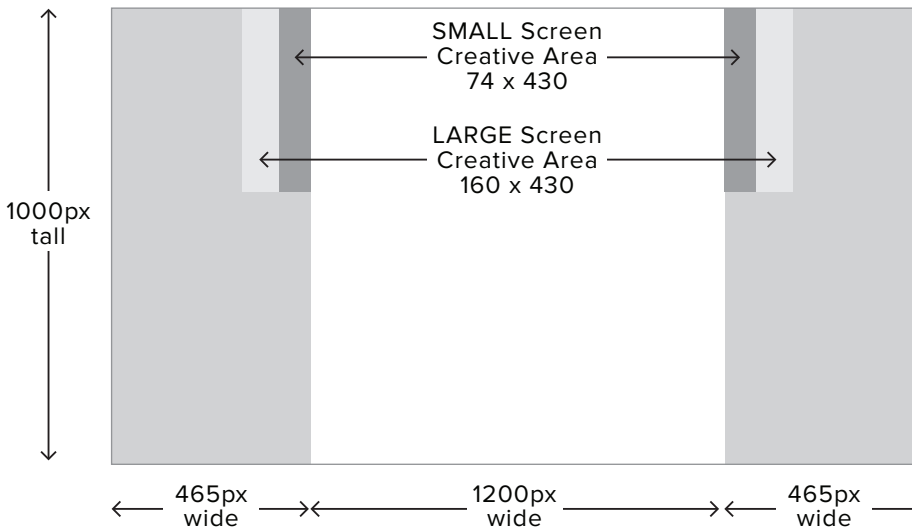
This document provides an overview of the specs as well as proper format for file delivery. Please refer to our photoshop files to simply build your wallpaper.

NOTES:

- Wallpaper does not scroll (move) with the web page
- **SMALL screens creative area** will be seen by the minority of our viewers (laptop users). We recommend that all critical information goes within the small screen area.
- **LARGE screens creative area** will be seen by the majority of our viewers (desktop monitor users). All secondary information can go within the large screen area.
- Background image can fill up the rest of the screen space
- Fitting essential creative in either the large or small areas is at the discretion of the client/agency and need to be aware that any information outside of the small screen area may get cut off depending on the user's screen size



SPECS



- Two JPEG files – 465 x 1000px per file (Max file size 1mb per file)
- Must be received by Postmedia 5 days prior to live date for testing and revisions
- This template is compatible with all Postmedia publications

FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming convention below:

Left side:

MARKET – SPECIFIC CAMPAIGN NAME - PROPOSAL ID - START DATE - LEFT.JPG
 (eg. CH_WINTER SALE STAPLES CANADA_1234567_FEB7_LEFT.JPG)

Right side:

MARKET – SPECIFIC CAMPAIGN NAME - PROPOSAL ID - START DATE - RIGHT.JPG
 (eg. CH_WINTER SALE STAPLES CANADA_1234567_FEB7_RIGHT.JPG)

GALLERY

