



# 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-DESKTOP

STANDARD

DESKTOP

PG

PMP

LEADERBOARD



728x90

Traditional Digital Ads optimized for horizontal scrolling.

PG

PMP

PD

BIG BOX



300x250

Traditional Digital Ads optimized for horizontal scrolling.

PG

PMP

PD

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.

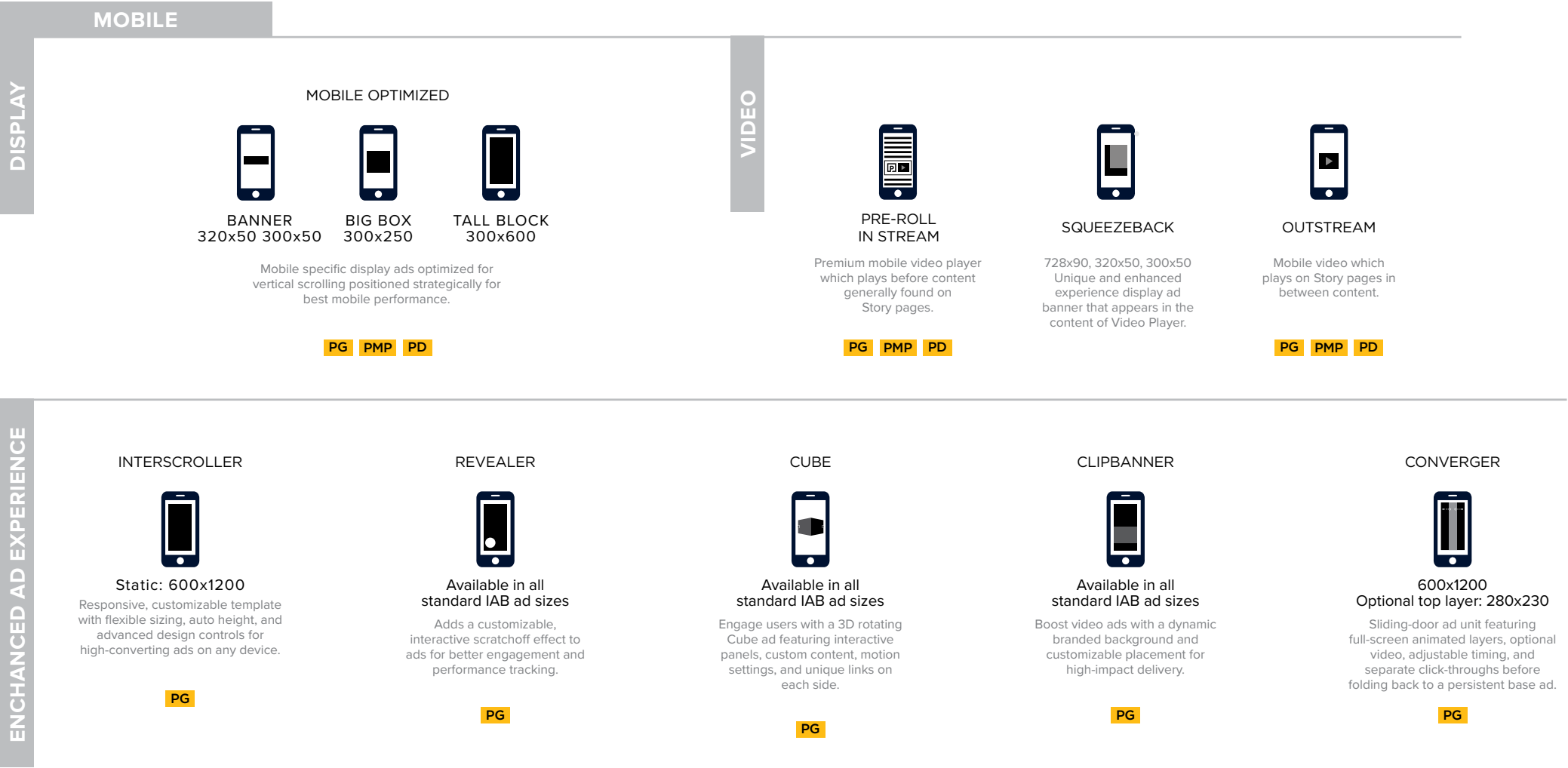
SQUEEZEBACK



728x90, 320x50, 300x50  
Unique and enhanced experience display ad banner that appears in the content of Video Player.

ENHANCED AD EXPERIENCE



# DISPLAY AD FORMATS-MOBILE & VIDEO



# CONTENT AD FORMATS

DESKTOP

CONTENT



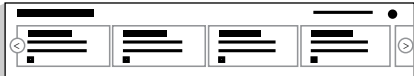

CONTENT AD

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

# DISPLAY AD SPECS

<div>PGPMPD</div> <div>LEADERBOARD 728x90 BILLBOARD 970x250 BIG BOX 300x250 TALL BLOCK 300x600 XL LEADERBOARD 1200X90 XL BILLBOARD 1200x250</div>	<div>PGPMPD</div> <div>EXPANDING LEADERBOARD 728x90 EXPANDING BILLBOARD 970x250 EXPANDING BIG BOX 300x250 EXPANDING TALL BLOCK 300x600</div>	<div>PGPMPD</div> <div>IN-BANNER VIDEO (VIDEO WITHIN AN AD UNIT) LEADERBOARD 728x90 BILLBOARD 970x250 BIG BOX 300x250 TALL BLOCK 300x600</div>	<div>PGPMPD</div> <div>VIDEO (IN STREAM)</div>	<div>PGPMPD</div> <div>VIDEO (OUT STREAM)</div>
<div>FILE SIZE</div> <div>100kb file preferred, 1mb max file size</div> <div>ANIMATION</div> <div>30 seconds auto, Unlimited during interaction</div> <div>Z-INDEX RANGE</div> <div>0-4,999</div> <div>AUDIO</div> <div>User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</div> <div>VIDEO</div> <div>30 fps max</div> <div>GENERAL</div> <div>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></div>	<div>FILE SIZE</div> <div>100kb file preferred, 1mb max file size 728x90 – 728x315 expanded size 970x250 – 970x500 expanded size 300x250 – 600x250 expanded size 300x600 – 600x600 expanded size</div> <div>ANIMATION</div> <div>30 seconds auto, Unlimited during interaction</div> <div>Z-INDEX RANGE</div> <div>5000-1,999,999</div> <div>AUDIO</div> <div>User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</div> <div>VIDEO</div> <div>30 fps max</div> <div>GENERAL</div> <div>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)</div>	<div>FILE SIZE</div> <div>These units may expand; see expandable specifications. Max initial load: 40k; max polite load: 100k</div> <div>ANIMATION</div> <div>30 secs or less; unlimited user interaction</div> <div>Z-INDEX RANGE</div> <div>0-4,999</div> <div>AUDIO</div> <div>Must be user-initiated (on click; mute/ unmute); default state is muted.</div> <div>VIDEO</div> <div>30 fps max</div> <div>GENERAL</div> <div>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</div>	<div>FILE SIZE</div> <div>300mb max file size</div> <div>ANIMATION</div> <div>Skippable = 6 minute max. Skip button enabled at 5 second mark. Non-Skip = 15 seconds max. ** 6 second max preroll preferred for MOBILE **</div> <div>Z-INDEX RANGE</div> <div>0-4,999</div> <div>AUDIO</div> <div>max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</div> <div>VIDEO</div> <div>30 fps max</div> <div>GENERAL</div> <div>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 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**</div>	<div>FILE SIZE</div> <div>300mb max file size</div> <div>ANIMATION</div> <div>30 second max duration</div> <div>Z-INDEX RANGE</div> <div>0-4,999</div> <div>AUDIO</div> <div>May play automatically max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</div> <div>VIDEO</div> <div>30 fps max</div> <div>GENERAL</div> <div>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 OR VAST WRAPPERS ACCEPTED** VAST 2.0 or higher preferred. To check your VAST tag for compliance, please use the <a href="#">VAST TAG INSPECTOR</a></div>

# DISPLAY AD SPECS CONTINUED

<div>PGPMPDP</div> <div>MOBILE OPTIMIZED SITE BANNER 300x50 BIG BOX 300x250 TALL BLOCK 300x600</div>	<div>MOBILE APP BIG BOX 300x250 FULL PAGE PRE-APP INTERSTITIAL</div>	<div>TABLET APP (VIDEO WITHIN AN AD UNIT) BIG BOX 300x250 FULL PAGE PRE-APP INTERSTITIAL</div>	<div>INTERSCROLLER DESKTOP/TABLET/MOBILE</div>
<div>FILE SIZE</div> <div>300x50 / 320x50 (50 KB) 300x250 (150KB) 300x600 (200KB) **second spot only**</div> <div>ANIMATION</div> <div>10 seconds or less</div> <div>Z-INDEX RANGE</div> <div>N/A</div> <div>AUDIO</div> <div>—</div> <div>VIDEO</div> <div>—</div> <div>GENERAL</div> <div>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..</div>	<div>FILE SIZE</div> <div>300x250 (40KB) 320x480 (P) (40KB)</div> <div>ANIMATION</div> <div>10 seconds or less</div> <div>Z-INDEX RANGE</div> <div>N/A</div> <div>AUDIO</div> <div>—</div> <div>VIDEO</div> <div>—</div> <div>GENERAL</div> <div>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.</div>	<div>FILE SIZE</div> <div>300x250 (40KB) 768x1024 (P) 1024x768 (L) (150kb)</div> <div>ANIMATION</div> <div>Maximum 30 seconds</div> <div>Z-INDEX RANGE</div> <div>N/A</div> <div>AUDIO</div> <div>—</div> <div>VIDEO</div> <div>—</div> <div>GENERAL</div> <div>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;.</div>	<div>FILE SIZE</div> <div>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</div> <div>ANIMATION</div> <div>Maximum 30 seconds</div> <div>Z-INDEX RANGE</div> <div>—</div> <div>AUDIO</div> <div>—</div> <div>VIDEO</div> <div>—</div> <div>GENERAL</div> <div>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.</div>

# DISPLAY AD SPECS – APPLE NEWS

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



# DISPLAY ENHANCED AD EXPERIENCE – PAGE TAKEOVER | POINT OF ENTRY

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.

**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.

**REQUIREMENTS:**

- 300x250, 970x250, 728x90, 300x600, 300x50, 320x50 creative will be seen by Desktop, Tablet and Mobile screens.
- If Interscroller is added to HPTO, provide 2400x1680 & 600x1200 creatives (see page 11)
- Jpeg files – max is 1 MB per file.
- If Multi-Unit Skin is added to HPTO, provide 2400x1680 ad creative (see page 10)
- An HPTO can include either the Interscroller or the Multi-Unit Skin, but not both.
- Must be received by Postmedia 5 days prior to live date for testing and revisions.



**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.

**REQUIREMENTS:**

- 300x250, 970x250, 728x90, 300x600, 300x50, 320x50 creative will be seen by Desktop, Tablet and Mobile screens.
- If Interscroller is added to POE, provide 2400x1680 & 600x1200 creatives (see page 11)
- Jpeg files – max is 1 MB per file.
- If Multi-Unit Skin is added to POE, provide 2400x1680 ad creative (see page 10)
- A POE can include either the Interscroller or the Multi-Unit Skin, but not both.
- Must be received by Postmedia 5 days prior to live date for testing and revisions.



**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.

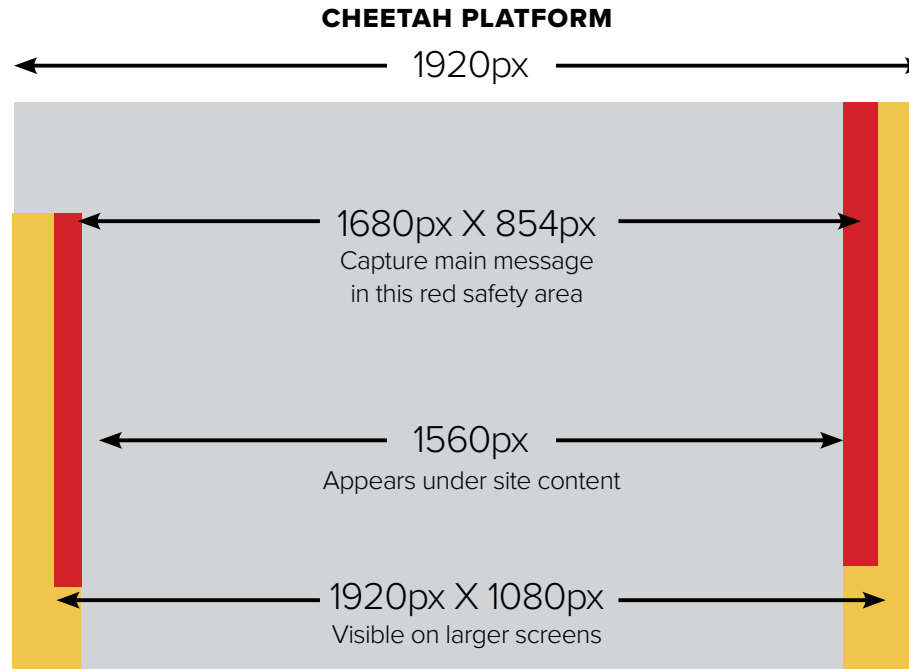
# DISPLAY ENHANCED AD EXPERIENCE – MULTI-UNIT SKIN (MUS)

## 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.
- Includes left and right panels that wrap web pages with interactive creative assets, all served 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.

## REQUIREMENTS:

- Creative Size:
  - 1920 x 1080 JPEG file
  - Maximum file size: 200 KB
  - Leave a centered 1560px-wide area blank to accommodate the site view
- **If both Display Ad and Multi-unit Skin creative are required**, clients must provide all assets (logos, images, CTAs, URLs, etc.) in line with the standard creative brief.
- Third-party impression and click-tracking URLs are supported.



# DISPLAY ENHANCED AD EXPERIENCE - INTERSCROLLER

**INTERSCROLLER:** Responsive and customizable template, offering flexible sizing, automatic height detection, and advanced design controls to create engaging ads that drive conversions on any device.

- Supports image, iframe or third-party tags
- Optional banner sizing [size of space, creative size, size of viewport]
- Customizable settings for text before and after banner
- Optional background color settings

## REQUIREMENTS:

- Include as part of a PTO or POE or RON CPM campaign.
- Custom ad size – 2400x1680 (desktop) and 600x1200 (Mobile).
- JPEG files, max file size 200kb per file.
- HEX colour required for background bleed.
- Fitting essential creative messaging within the safe zone is at the discretion of the client/agency.
- 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 2025 -  
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)

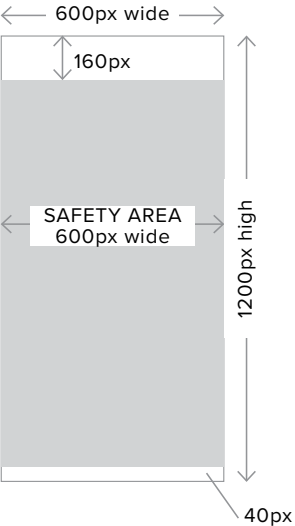
#### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

#### Mobile/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME -  
START DATE - INTERSCROLLER  
600x1200.JPG

(eg. WINTER SALE STAPLES  
CANADA - FEB 7 2025 -  
INTERSCROLLER 600x1200.jpg)



# DISPLAY ENHANCED AD EXPERIENCE – REVEALER

**REVEALER:** Adds an interactive scratch-off effect to ads, enhancing user engagements with customizable reveal mechanics, responsive design and detailed tracking for precise performance management.

- Supports multiple images for reveal and overlay
- Customize scratch area size and reveal threshold percentage
- Responsive design
- Supports both mouse and touch interactions for scratching
- Customizable background color
- Compatible with both desktop and mobile devices

## REQUIREMENTS:

- Formats: GIF, JPEG, PNG (No Flash)
- Ad sizes: Any IAB standard (e.g., 300x250, 300x600, 728x90)
- Max file size: 100kb
- Scratch size no less than 30 px, reveal on no less than 30% of scratched surface
- Audio: User initiated on click only with clear user controls
- Animated GIFs should follow KB size limits. If animated 3 loops/iterations with a maximum play time of 15 seconds.
- Must be received by Postmedia 5 days prior to live date for testing and revisions

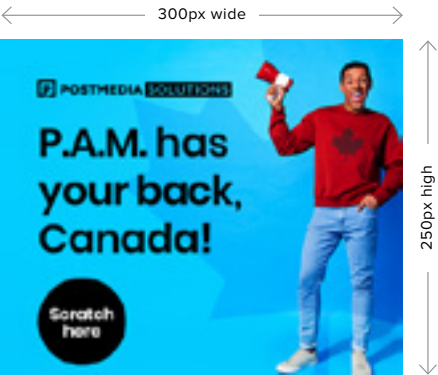
## SPECS

### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

### Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME –  
START DATE – REVEALER 300x250.jpg  
(eg. WINTER SALE – MAY 20 2025  
– REVEALER 300x250.jpg)



Reveal minimum 30px

### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

### Desktop/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME –  
START DATE – REVEALER 300x600.jpg  
(eg. WINTER SALE – MAY 20 2025  
– REVEALER 300x600.jpg)



Reveal minimum 30px

# DISPLAY ENHANCED AD EXPERIENCE - CUBE

**CUBE:** Engage users with a 3D interactive display. The Cube ad features a rotating 3D cube with interactive panels. Each side supports unique creative, custom URLs and flexible motion settings including speed, direction and click URLs for each side. Perfect for showcasing multiple messages or product angles in a single ad unit.

- 4 ads in 1 interactive unit
- Responsive across all devices
- Custom max width support
- Swipe to spin on mobile
- Optional nav buttons
- Auto-spin with speed/interval controls

## REQUIREMENTS:

- Formats: GIF, JPEG, PNG (No Flash)
- Ad sizes: Any IAB standard (e.g., 300x250, 300x600, 728x90)
- Max panels: 4
- Max file size: 100kb per panel
- Animated gifs: Max 3 loops, 15 sec playtime
- Audio: Click-to-play only, with user controls
- Default layout: Horizontal, spins left
- Auto-spin: Disabled by default
- Navigation buttons: Required
- Must be received by Postmedia 5 days prior to live date for testing and revisions

## SPECS

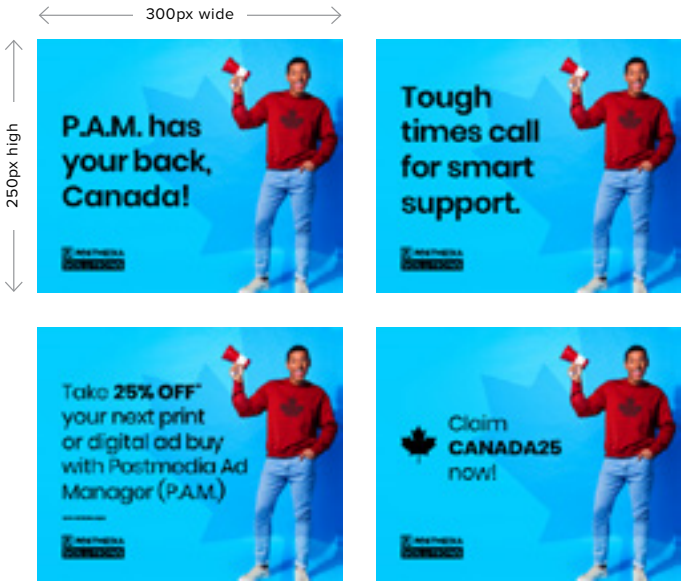
### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

### Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME –  
START DATE – CUBE 300x250.jpg

(eg. WINTER SALE – MAY 20  
2025 – CUBE 300x250.jpg)



### CUBE SPIN EXAMPLE:



# DISPLAY ENHANCED AD EXPERIENCE – CLIPBANNER

**CLIPBANNER:** Elevate your video ads with a dynamic branded background – featuring customizable controls, flexible placement and seamless integration for a premium, high-impact experience.

- Responsive across all screen sizes
- Supports embedded or direct video links
- Customizable controls: play, pause, mute/unmute
- Flexible background: image or colour, with sizing options
- Multi-click setup: clickable video, background or entire unit

## REQUIREMENTS:

- Formats: GIF, JPEG, PNG (No Flash)
- Ad sizes: Any IAB standard (e.g., 300x250, 300x600, 728x90)
- Max file size: 100kb
- Animated gifs: Max 3 loops, 15 sec total
- Audio: Click-to-play only, with visible controls
- Animation: Max 30 sec; unlimited user interaction
- Best Practice: Mute on load
- Must be received by Postmedia 5 days prior to live date for testing and revisions

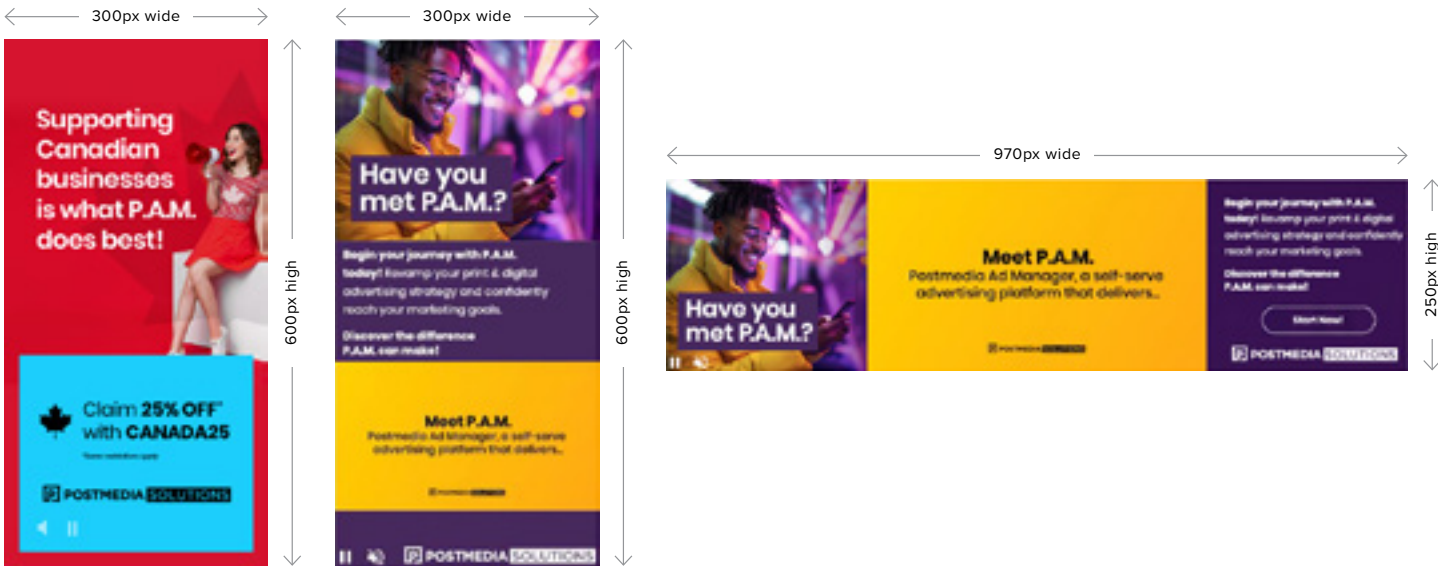
## SPECS

### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

### Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME –  
START DATE – CLIPBANNER 300x600.jpg  
(eg. WINTER SALE – MAY 20 2025 – CLIPBANNER 300x600.jpg)



# DISPLAY ENHANCED AD EXPERIENCE – CONVERGER

**CONVERGER:** Built for fast-acting, conversion-driven campaigns such as contests, flash sales, and special events where short-term visibility and urgency are key. It features a striking sliding-door animation in which two ad layers move in from either side (horizontally or vertically) to form a full-screen creative before folding back to reveal a persistent base ad. The unit supports video layers, adjustable animation speed, delayed appearance, and separate click-through URLs for both the full-width layer and the base ad.

## Key Features:

- Horizontal or vertical sliding door animations with adjustable speed
- Supports all creative formats: Images, HTML, and third-party tags
- Optional delayed appearance for timed engagement
- Includes a close button to align with UX best practices
- Supports an optional embedded YouTube or Hosted video as top layer

## Business Rules:

- **Eligible Sites:** Tabloids (All Suns + The Province); Canoe.com, Driving.ca
- **Runtime:** Max 2-day run time (weekends would count as 1 day)
- **Frequency Cap:** 1 impression per user per day
- **Placement:** Restricted to homepage/index
- **UTMs:** Unique CTAs highly recommended for conversion tracking
- **Scheduling:** Booking calendar to prevent overlapping campaigns

## REQUIREMENTS:

- **Desktop dimensions:**  
Full size image 2400x1680; max file size 200KB  
Safe zone 1366x864  
Leave behind base image 728x90; max file size 40KB  
Optional Top Layer overlay 600x500
- **Mobile dimensions:**  
Full size image 600x1200; max file size 200KB  
Safe zone 300x600  
Leave behind base image 300x50; max file size 40KB  
Optional Top Layer overlay 280x230
- Solid background colour
- Fitting essential creative messaging within the safe zone \*\* is at the discretion of the client/agency
- Must be received by Postmedia 5 days prior to live date for testing and revisions

## SPECS

### DESKTOP/TABLET (LANDSCAPE)

Design your creative so the “doors closing” effect builds suspense with a bold, cinematic frame.  
Add an optional top layer to extend engagement with interactive or high-impact content above the closed doors.

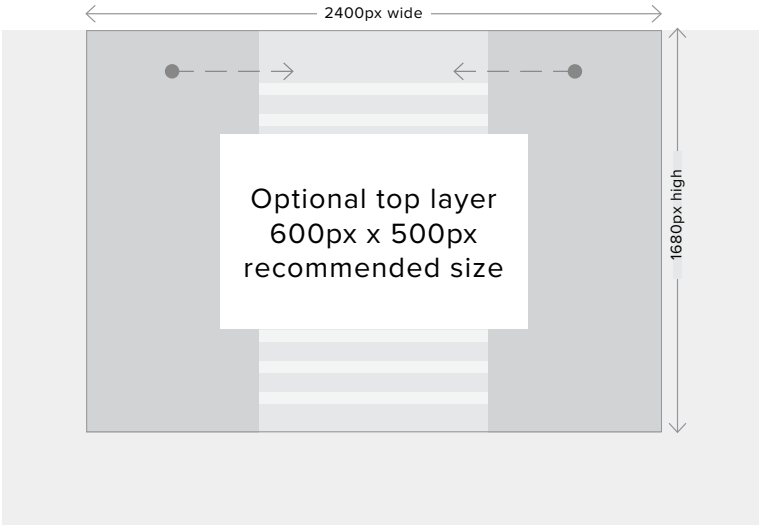
#### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

#### Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME – START DATE – CONVERGER 2400x1680.jpg

(eg. WINTER SALE – MAY 20 2025 – CONVERGER 2400x1680.jpg)



### MOBILE/TABLET (PORTRAIT)

Design your creative so the “doors closing” effect builds suspense with a bold, cinematic frame.  
Add an optional top layer to extend engagement with interactive or high-impact content above the closed doors.

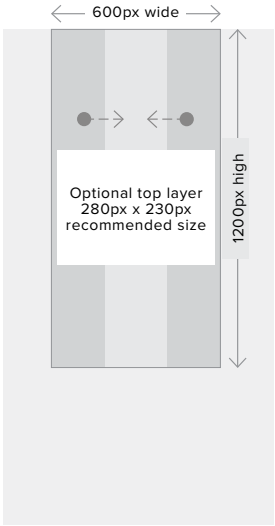
#### FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming conventions

#### Mobile/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME – START DATE – CONVERGER 600x1200.jpg

(eg. WINTER SALE – MAY 20 2025 – CONVERGER 600x1200.jpg)





# 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	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	CLICK HERE 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	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	CLICK HERE 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	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	CLICK HERE 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.**



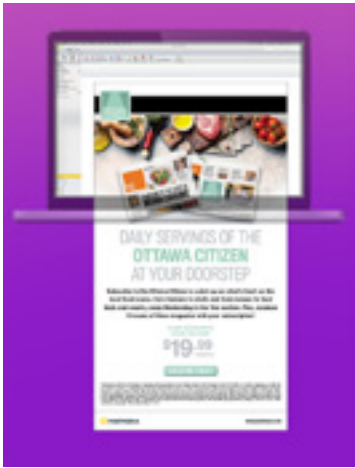
# EMAIL MARKETING SPECS

E-NEWSLETTER LEADERBOARD 728x90 BIG BOX 300x250	EBLAST 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>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.</p> <p>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><div><div>↑ any height</div><div><div>IMMEDIATELY VIEWABLE AREA 600 x 400</div><div>.....</div><div>=====</div><div>CTA</div><div>.....</div><div>FOOTER</div><div>↓ any height</div></div><div>← 600px wide →</div></div></div>
	<p><b>SPECS</b></p> <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 availabililty 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 availabililty 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 availabililty 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	✓	