

DIGITAL AD FORMATS - STANDARD

WEB

Postmedia offers a wide variety of digital web ad formats for premium exposure of advertiser messaging across our brands.

STANDARD LEADERBOARD



728x90

A traditional digital ad placement located at the top of our website for excellent brand exposure.

BIG BOX



300x250

A traditional digital ad placement located on the right rail of our website for excellent brand exposure.

TALL BLOCK



300x600

A digital ad placement located on the right rail of our website with increased height to enhance brand exposure.

PRE ROLL



.15 or .30 seconds or less

A video ad that runs within the video player before video content on our website.

TABLET

Postmedia offers a wide variety of tablet ad formats for premium exposure of advertiser messaging across our brands.

STANDARD BIGBOX



300x250

A standard digital ad placement located on the right rail of our website for excellent brand exposure.

PRE-ROLL



.15 or .30 seconds or less

A video ad that runs prior to video content within the tablet video player on the optimized site.

MOBILE

Postmedia offers a wide variety of mobile ad formats for premium exposure of advertiser messaging across our brands.

MOBILE OPTIMIZED



BIG BOX
300x250



BANNER
300x50

Standard digital ad placements that appear on the content stream on the mobile optimized site.

Only for ADX

MOBILE APP



BIG BOX
300x250

A standard digital ad placement that appears on the content stream on the app.

DIGITAL AD FORMATS - PREMIUM

WEB

Postmedia offers a wide variety of digital web ad formats for premium exposure of advertiser messaging across our brands.

PREMIUM LEADERBOARD



1200x90

A new digital ad opportunity located at the top of our website with increased width for enhanced brand exposure.

STANDARD BILLBOARD



970x250

A digital ad placement located at the top of our website with increased height for enhanced brand exposure.

PREMIUM BILLBOARD



1200x250

A digital ad placement located at the top of our website with increased height and width for first-class brand exposure.

CAT FISH



970x60

A digital ad appearing across the bottom of our website to ensure your brand messaging provides the last word.

TOP LAYER/VOKEN/DHTML



500x500

A digital pop up ad placement that appears on top of content to ensure your brand gets noticed by audiences.

*Must serve with leave behind (Leaderboard, big box, billboard or tall block)

PREMIUM TOP LAYER AD/VOKEN/DHTML



1000x1000

For those really big messages, here's a really big ad! A bigger digital pop up placement that appears on top of content to ensure premium brand exposure.

*Requires approval

PUSHDOWN



970x90 -> 970x415

A digital ad located at the top of the website and pushes content down to reveal your advertising messages.

PORTRAIT



300x1050

A highly visual digital ad located in our right rail allowing for multiple touch-points of advertising messages.

WALLPAPER



Refer to WP specs doc

A digital ad located on the background of our website. A great opportunity for highly visual brand messaging and premium exposure on homepages, indexes or category pages.

FILM STRIP



300x600

A highly visual and scrollable digital ad located in our right rail viewed through a Tallblock window and fully controllable by the user.

HOME PAGE TAKEOVER



A digital advertising sponsorship that allows advertisers to leverage a combination of ad sizes on a single homepage.

POINT OF ENTRY SPONSORSHIP



A digital opportunity that allows advertisers to serve up the first ad position(s) viewed by a reader from anywhere they enter our network.

TABLET

Postmedia offers a wide variety of tablet ad formats for premium exposure of advertiser messaging across our brands.

PRE APP INTERSTITIAL



768X1024/1024X768

A premium digital ad placement that takes over the entire tablet app screen in either portrait or landscape orientation when launching the app.

MOBILE

Postmedia offers a wide variety of mobile ad formats for premium exposure of advertiser messaging across our brands.

PRE APP INTERSTITIAL



320x480

A premium digital ad that appears before content when launching the app, ensuring your brand is the first thing users see when they activate our application.