

# 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.