

POSTMEDIA DIGITAL AD FORMATS

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

DESKTOP

STANDARD

LEADERBOARD



728x90

Traditional Digital Ads optimized for horizontal scrolling.

BIG BOX



300x250

Traditional Digital Ads optimized for horizontal scrolling.

BILLBOARD



970x250

Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.

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.

FEATURE CONTENT PLAYER



Next Generation Right-Rail video player with sticky functionality for increased engagement.

HIGH IMPACT

HOMEPAGE TAKEOVER



Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.

POINT OF ENTRY SPONSORSHIP



Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.

INTERSCROLLER



1000x700
Largest Display ad size available. Next generation Wallpaper positioned in between content strategically for increased engagement.

MOBILE

DISPLAY

MOBILE OPTIMIZED



BANNER

320x50 300x50



BIG BOX

300x250



TALL BLOCK

300x600

Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance.

HIGH IMPACT INTERSCROLLER



300x600

Next generation mobile wallpaper positioned in between content strategically for increased engagement.

VIDEO



PRE-ROLL IN STREAM

Premium mobile video player which plays before content generally found on Story pages.



FEATURE CONTENT PLAYER

Mobile video player which loads at the bottom of Story pages for further engagement.



OUTSTREAM

Mobile video which plays on Story pages in between content.

**FOR MORE INFORMATION
PLEASE VISIT POSTMEDIASOLUTIONS.COM**

POSTMEDIA DIGITAL CONTENT AD FORMATS

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

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.

SPONSORSHIP



RESOURCE CENTRE

990x160

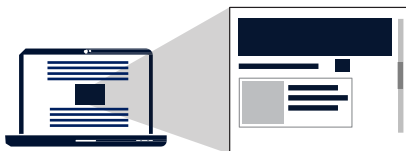
Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.



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.

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.

SPONSORSHIP



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.

*All sponsorship formats must be purchased as part of a custom sponsorship package.

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