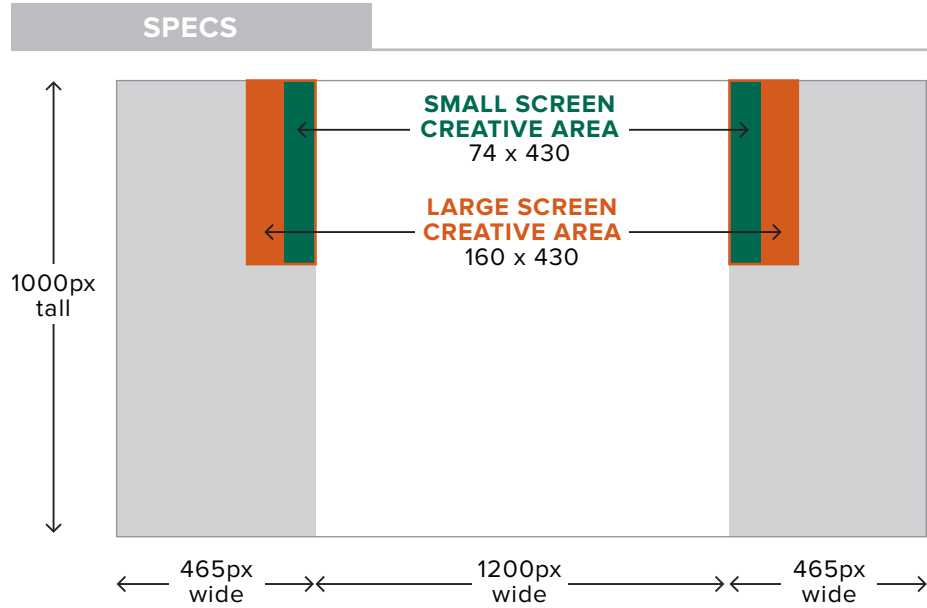


WALLPAPER

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**



REQUIREMENTS:

- **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



SMALL SCREEN CREATIVE AREA
Display example of how your creative will appear on desktop and laptop



LARGE SCREEN CREATIVE AREA
Display example of how your creative will appear on desktop and laptop

