















# 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

STANDARD	DESKTOP <span>PG PMP</span>		
	<b>LEADERBOARD</b>  <b>728x90</b> Traditional Digital Ads optimized for horizontal scrolling.	<b>BIG BOX</b>  <b>300x250</b> Traditional Digital Ads optimized for horizontal scrolling.	<b>BILLBOARD</b>  <b>970x250</b> Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.
	<span>PG PMP</span>		
PREMIUM	<b>XL BILLBOARD</b>  <b>1200x250</b> Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	<b>XL LEADERBOARD</b>  <b>1200x90</b> Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	<b>PRE-ROLL IN STREAM</b>  Premium video pre-roll that plays before content. Generally found on Story pages.
	<b>FEATURE CONTENT PLAYER</b>  Next Generation Right-Rail video player with sticky functionality for increased engagement.	<span>PG PMP</span>	
HIGH IMPACT	<b>HOMEPAGE TAKEOVER</b>  Digital ad sponsorship opportunity with ability to takeover every ad slot on a page. <span>PG</span>	<b>POINT OF ENTRY SPONSORSHIP</b>  Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement. <span>PG</span>	<b>INTERSCROLLER</b>  <b>1000x700</b> Largest Display ad size available. Next generation Wallpaper positioned in between content strategically for increased engagement.

DISPLAY	MOBILE OPTIMIZED			<b>HIGH IMPACT INTERSCROLLER</b>  <b>300x600</b> Next generation mobile wallpaper positioned in between content strategically for increased engagement.
	<b>BANNER</b> 320x50 300x50	<b>BIG BOX</b> 300x250	<b>TALL BLOCK</b> 300x600	Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance. <span>PG PMP</span>
VIDEO	<b>PRE-ROLL IN STREAM</b>  Premium mobile video player which plays before content generally found on Story pages. <span>PG PMP</span>	<b>FEATURE CONTENT PLAYER</b>  Mobile video player which loads at the bottom of Story pages for further engagement. <span>PG PMP</span>	<b>OUTSTREAM</b>  Mobile video which plays on Story pages in between content. <span>PG PMP</span>	

# 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

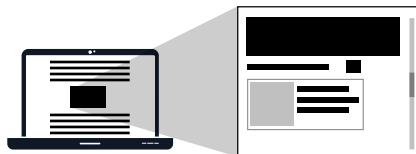
Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.



### 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

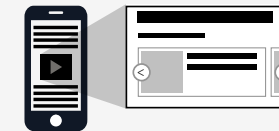
SPONSORSHIPS



### 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><b>ADVERTISER LOGO</b> 116x40 pixels JPEG or PNG</p> <p><b>BRANDELL</b> 970x250, 720x90, 300x250, 300 x 600 Pixels Refer to Display specs for creative formats, sizes that are accepted</p>	<p><b>ADVERTISER LOGO</b> 60x30 pixels JPEG or PNG</p> <p><b>BRANDELL</b> 970x250, 720x90, 300x250, 300 x 600 Refer to Display specs for creative formats, sizes that are accepted</p> <p><b>TITLE CHARACTER COUNT:</b> 52 characters max.</p>	<p><b>AD SIZE</b> 990x160 (desktop), 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p><b>ADVERTISER LOGO</b> 60x30 pixels JPEG or PNG</p> <p><b>TITLE CHARACTER COUNT</b> 52 characters max. Must reflect the type of content.</p> <p><b>STORY PAGE URLS</b> 4 Stories Minimum</p>	<p><b>AD SIZE</b> 990x160 (desktop) 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p><b>TITLE CHARACTER COUNT</b> 52 characters max. Must include the custom category title.</p> <p><b>STORY PAGE URLS</b> 4 Stories Minimum</p>	<p>Twitter user name/ Facebook page URL</p>	<p><b>AD SIZE</b> 600x300 (mobile only) 300x250 (desktop and mobile) Refer to Display specs for creative formats, sizes that are accepted</p> <p><b>ADVERTISER LOGO</b> 60x30 pixels JPEG or PNG</p> <p><b>SPONSORED STORY URLS</b> including custom category title (character count 52 characters max.)</p>	<p><b>AD SIZE</b> 600x300 (mobile only) 300x250 (desktop and mobile)</p> <p><b>ADVERTISER LOGO</b> 60x30 pixels JPEG or PNG</p> <p><b>CUSTOM CATEGORY RSS AND TITLE</b> character count 52 characters max</p>	<p><b>ADVERTISER LOGO</b> 100x100 Pixels JPEG or PNG</p>	<p>PROTECTED I FRAME</p>

# DISPLAY AD SPECS

<p><b>PG PMP</b></p> <p><b>LEADERBOARD</b> 728x90  <b>BILLBOARD</b> 970x250  <b>BIG BOX</b> 300x250  <b>TALL BLOCK</b> 300x600  <b>XL LEADERBOARD</b> 1200x90  <b>XL BILLBOARD</b> 1200x250</p>	<p><b>EXPANDING LEADERBOARD</b> 728x90  <b>EXPANDING BILLBOARD</b> 970x250  <b>EXPANDING BIG BOX</b> 300x250  <b>EXPANDING TALL BLOCK</b> 300x600</p>	<p><b>PG PMP</b></p> <p><b>IN-BANNER VIDEO</b>            (VIDEO WITHIN AN AD UNIT)  <b>LEADERBOARD</b> 728x90  <b>BILLBOARD</b> 970x250  <b>BIG BOX</b> 300x250  <b>TALL BLOCK</b> 300x600</p>	<p><b>PG PMP</b></p> <p><b>VIDEO</b>            (IN STREAM)</p>	<p><b>PG PMP</b></p> <p><b>VIDEO</b>            (OUT STREAM)</p>
<p><b>FILE SIZE</b> 100kb file preferred, 1mb max file size</p> <p><b>ANIMATION</b> 30 seconds auto, Unlimited during interaction</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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></p>	<p><b>FILE SIZE</b> 100kb file preferred, 1mb max file size 728x90 – 728x315 expanded size 970x250 – 970x500 expanded size 300x250 – 600x250 expanded size 300x600 – 600x600 expanded size</p> <p><b>ANIMATION</b> 30 seconds auto, Unlimited during interaction</p> <p><b>Z-INDEX RANGE</b> 5000-1,999,999</p> <p><b>AUDIO</b> User initiated on click only. If using audio, functioning on/off button required. Volume control optional.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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)</p>	<p><b>FILE SIZE</b> These units may expand; see expandable specifications. Max initial load: 40k; max polite load: 100k</p> <p><b>ANIMATION</b> 30 secs or less; unlimited user interaction</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> Must be user-initiated (on click; mute/ unmute); default state is muted.</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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</p>	<p><b>FILE SIZE</b> 300mb max file size</p> <p><b>ANIMATION</b> Skippable = 6 minute max. Skip button enabled at 5 second mark. Non-Skip = 15 seconds max. ** 6 second max preroll preferred for MOBILE **</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> QuickTime(.mov), .avi, .mpg, .wmv, .flv, .mp4, .mpegs, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC (h265) Codecs accepted: mpeg2, wmv, H.264/aac, mpeg 4 **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**</p>	<p><b>FILE SIZE</b> 300mb max file size</p> <p><b>ANIMATION</b> 30 second max duration</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> May play automatically max bitrate: 192kbps, 44kHz, stereo CBR min bitrate: 128kbps,44kHz, stereo CBR</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> 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 ACCEPTED** VAST 2.0 or higher preferred. To check your VAST tag for compliance, please use the <a href="#">VAST TAG INSPECTOR</a></p>

# DISPLAY AD SPECS CONTINUED

<p><b>PG PMP</b></p> <p><b>MOBILE OPTIMIZED SITE</b>  <b>BANNER 300x50</b>  <b>BIG BOX 300x250</b>  <b>TALL BLOCK 300x600</b></p>	<p><b>MOBILE APP</b>  <b>BIG BOX 300x250</b>  <b>FULL PAGE PRE-APP INTERSTITIAL</b></p>	<p><b>TABLET APP</b>            (VIDEO WITHIN AN AD UNIT)  <b>BIG BOX 300x250</b>  <b>FULL PAGE PRE-APP INTERSTITIAL</b></p>	<p><b>WALLPAPER</b></p>	<p><b>INTERSCROLLER</b>            DESKTOP/TABLET/MOBILE</p>
<p><b>FILE SIZE</b>            300x50 / 320x50 (50 KB)            300x250 (150KB)            300x600 (200KB) **second spot only**</p> <p><b>ANIMATION</b>            10 seconds or less</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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..</p>	<p><b>FILE SIZE</b>            300x250 (40KB)            320x480 (P) (40KB)</p> <p><b>ANIMATION</b>            10 seconds or less</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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.</p>	<p><b>FILE SIZE</b>            300x250 (40KB)            768x1024 (P) 1024x768 (L) (150kb)</p> <p><b>ANIMATION</b>            Maximum 30 seconds</p> <p><b>Z-INDEX RANGE</b>            N/A</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            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:  <pre>&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;</pre></p>	<p><b>FILE SIZE</b>            100kb file preferred, 1mb max file size            Separate left and right panels required            For full specs, please refer to wallpaper template for small vs large screen creative fields</p> <p><b>ANIMATION</b>            —</p> <p><b>Z-INDEX RANGE</b>            —</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            Must be received 5 business days in advance. Format: jpg or png non-animation (no flash) may be clickable</p>	<p><b>FILE SIZE</b>            1000x700            300x600 (P) 1000x700 (L)            300x600            100kb file preferred, 1mb max file size            Static images only, solid background colour required</p> <p><b>ANIMATION</b>            —</p> <p><b>Z-INDEX RANGE</b>            —</p> <p><b>AUDIO</b>            —</p> <p><b>VIDEO</b>            —</p> <p><b>GENERAL</b>            Accepted .jpg, .jpeg, .gif, .png            **Creative MUST use a single solid colour background**            Provide HEX# colour code for background colour bleed            No 3rd party tags, static creative files only.</p>

# DISPLAY AD SPECS - APPLE NEWS

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

# DISPLAY HIGH IMPACT SPECS

Drive reader attention using key premium positions and deliver your messaging smoothly.

Paired with a captivating interscroller that enhances the creative by expanding to fill the screen as people scroll through the page.

## HOMEPAGE TAKEOVER:

This digital sponsorship package allows advertisers to dominate the homepage of numerous premium properties using multiple ad sizes for a full day.

## POINT OF ENTRY:

This digital opportunity allows advertisers to deliver their ads first to a unique user as they enter any site(s) on our entire network.

## BENEFITS:



Effectively capture the attention of potential customers.



Better user experience as ad units flow seamlessly with the site content.



Scalable with the Postmedia Network, reach users across our networks that spans across the country.





# INTERSCROLLER

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 interscroller.

## REQUIREMENTS:

1000x700 creative will be seen by Desktop and Tablet (Landscape) screens.

300x600 creative will be seen by Mobile and Tablet (Portrait) screens.

Creative should use a solid background colour. **HEX colour code must be supplied along with files for creative bleed edges.**

Fitting essential creative messaging within the safe area is at the discretion of the client/agency.

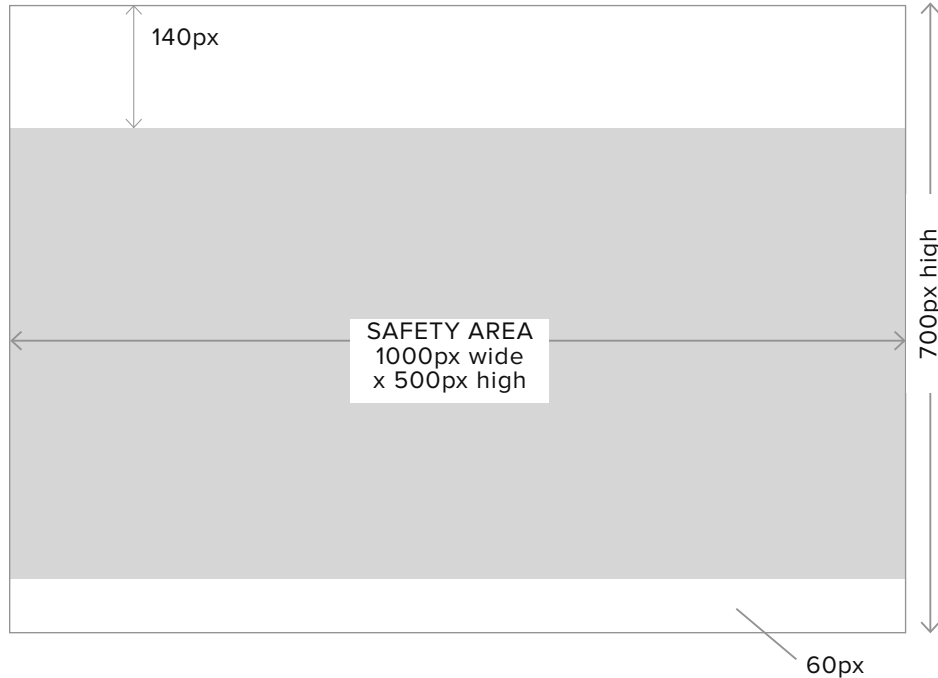
**Two JPEG files –**  
1000x700 and 300x600  
(Max file size is 1 MB per file).

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 (1000x700px)



### FORMAT FOR FILE DELIVERY:

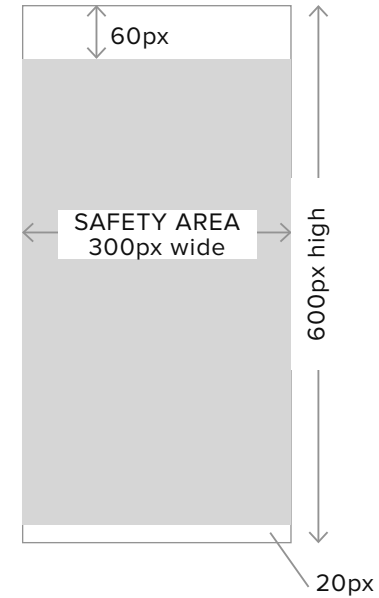
When saving the JPEG files, please follow the naming conventions

#### Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 1000x700.JPG  
(eg. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 1000x700.jpg)

### MOBILE/TABLET (PORTRAIT)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (300x600px)



#### Mobile/Tablet (Portrait):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 300x600.JPG  
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 300x600.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	<ol style="list-style-type: none"> <li>1. Create an Exit button</li> <li>2. Make sure the Exit has an ID</li> <li>3. Apply a clickthrough URL</li> <li>4. Publish locally</li> <li>5. Submit the resulting .zip for trafficking</li> </ol>	<a href="#">CLICK HERE</a> 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	<ol style="list-style-type: none"> <li>1. Add Studio Enabler</li> <li>2. Create an Exit button</li> <li>3. Adjust Publisher settings</li> <li>4. Publish the project</li> <li>5. Create a .zip archive of the resulted "web" folder and submit for trafficking</li> </ol>	<a href="#">CLICK HERE</a> 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	<ol style="list-style-type: none"> <li>1. Add Studio Enabler</li> <li>2. Add the Polite Load listener</li> <li>3. Create an Exit button</li> <li>4. Export to HTML</li> <li>5. Create a .zip archive of the exported folder and submit for trafficking</li> </ol>	<a href="#">CLICK HERE</a> 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

<p><b>E-NEWSLETTER LEADERBOARD</b> 729x90 <b>BIG BOX</b> 300x250</p>	<p><b>EBLAST</b> 600x400 PIXELS</p>
<p><b>FILE SIZE</b> 100kb file preferred, 1mb max file size</p> <p><b>ANIMATION</b> 30 seconds auto Unlimited during interaction</p> <p><b>Z-INDEX RANGE</b> 0-4,999</p> <p><b>AUDIO</b> -</p> <p><b>VIDEO</b> 30 fps max</p> <p><b>GENERAL</b> Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted To check your HTML5 ad for compliance, please use Google's HTML5 VALIDATOR</p>	<p><b>SPECS</b></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. 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 data-bbox="555 778 1024 1235" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;">IMMEDIATELY VIEWABLE AREA 600 x 400</p> <p style="text-align: center;">.....</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">CTA</p> <p style="text-align: center;">.....</p> <p style="text-align: center;">FOOTER</p> <p style="text-align: center;">600px wide</p> <p style="text-align: right;">↑ any height</p> <p style="text-align: left;">↓ any height</p> </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 

