The Brandon Sun

DIGITAL ADVERTISING

TECHNICAL SPECIFICATIONS

Inside you'll find smart tips and best practices, as well as all the technical specifications you'll need for digital advertising.

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DIGITAL AD UNITS

AD UNITS AVAILABLE ON EVERY PAGE:

NOTE: If providing HTML5 animation or video, please contact your digital specialist.
Animation Time: 15 seconds max
Submission Lead Time: Minimum 3 business days before campaign start for production-ready art.

UNITS AVAILABLE ON ARTICLE PAGES:

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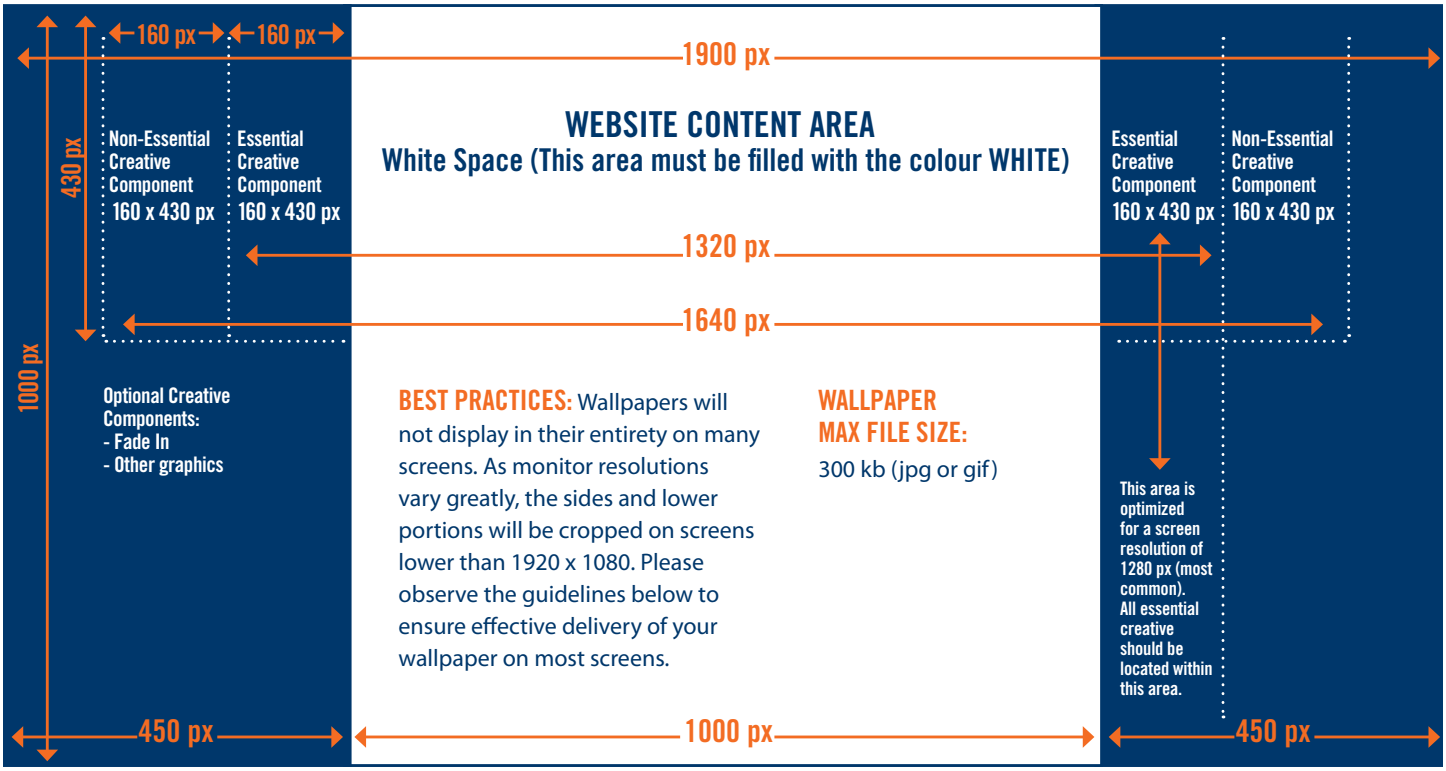
HOMEPAGE AND SECTION TAKEOVER

WALL PAPER BACKGROUND SPECS: (for Homepage or Section takeover)



TAKEOVER UNITS INCLUDE:

BILLBOARD (970 x 250)
LEADERBOARD (728 x 90)
BIG BOX (300 x 250)
TALL BOX (300 x 600)
WALLPAPER (1900x1000)

NOTE: Tall Box and Skyscraper ad units are found on section takeovers only (e.g. Local, Arts&Life, Sports) not on the home page. These units are found below the fold on article pages.

SUBMISSION LEAD TIME:
Minimum 5 business days before campaign start (production-ready).

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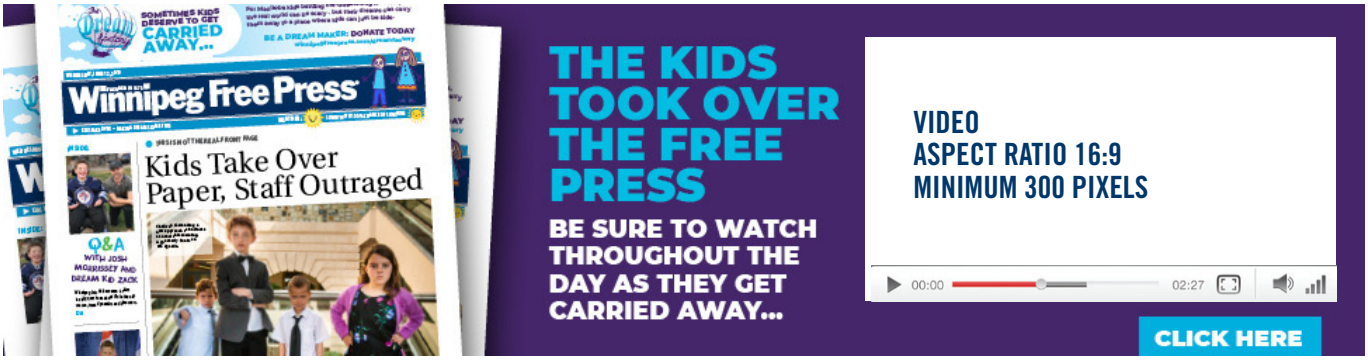
EMBEDDED VIDEO ADS



VIDEO AD SPECIFICATIONS:

Two components are needed for video ads. The static background graphic (jpg or gif) and a YouTube video link. Room should be left anywhere in the ad for the video. The final ad will be compiled by the Winnipeg Free press.

Note - All videos will begin mute with volume controls. The reader has the option to click for sound.

AD SIZES AVAILABLE FOR IN-STREAM VIDEO:

BILLBOARD, TALL BOX AND BIG BOX

VIDEO SPECIFICATIONS:

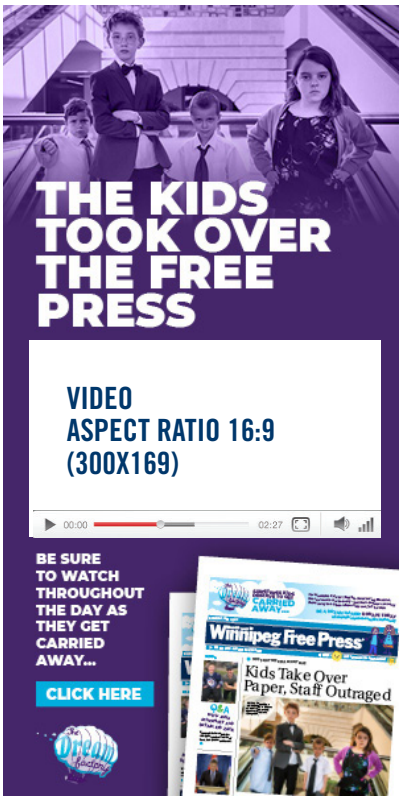
YOUTUBE HOSTED

VIDEO LENGTH: Recommended maximum 1 minute

RECOMMENDED MINIMUM WIDTH IN AD SPACE: 300 pixels

ASPECT RATIO: 16:9

MINIMUM WIDTH IN AD: 300 pixels



EXAMPLES OF STATIC BACKGROUNDS WITH ROOM PROVIDED FOR VIDEO.

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GOOGLE SEARCH, DISPLAY, & VIDEO CAMPAIGNS

THIRD PARTY SPECS:

RECOMMENDED SIZES:

970x250, 300x600, 320x50, 320x480, 336x280, 320x100, 728x90, 300x250

Formats: GIF, JPG, PNG, HTML5

Max Size: 150 kb

ANIMATED ADS (GIF):

Max Length: 30 seconds

Max Frames: 5 fps

Animations can be looped, but the animations must stop after 30 seconds

HTML5:

Formats: ZIP containing HTML and optionally CSS, JS, GIF, PNG, JPG, JPEG, SVG

VIDEO CAMPAIGN:

Hosted on Youtube.

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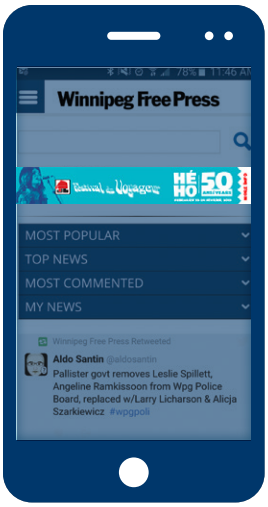
MOBILE WEBSITE AD UNITS

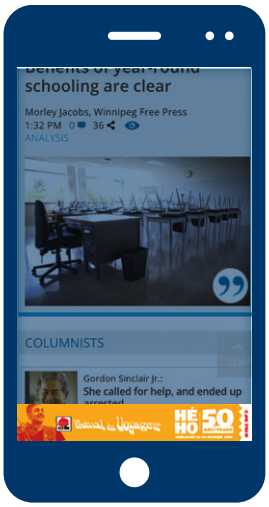


MOBILE BANNER AD

Located at the top of the page

Sizes:
640 x 100,
320 x 50,
300 x 50

File Size Limits:
50 kb (jpg or gif) for 320x50 and 300x50,
75 kb (jpg or gif)
for 640x100



FIXED MOBILE BANNER AD

Sits above website content hugging the bottom of the screen

Sizes:
640 x 100,
320 x 50,
300 x 50

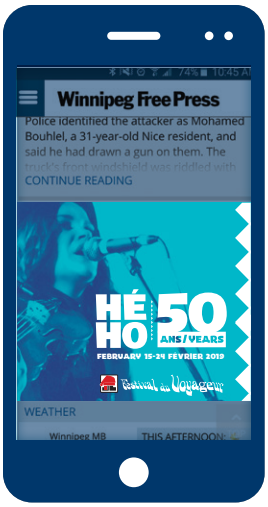
File Size Limits:
50 kb (jpg or gif) for 320x50 and 300x50,
75 kb (jpg or gif)
for 640x100

IN-ARTICLE MOBILE BIG BOX AD

Appears in the middle of a story

Size:
300x250

File Size Limit:
150 kb
(jpg or gif)



LANDING PAGE MOBILE BIG BOX AD

Appears on the website landing pages

Size:
300x250

File Size Limit:
150 kb
(jpg or gif)

INTERSTITIAL MOBILE AD

Appears on almost the entire mobile screen

Size:
320x480

File Size Limit:
250 kb
(jpg or gif)

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