

CITY A.M. Advertising

DIGITAL SPECIFICATIONS

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(Updated Jan 2018)

ADVERTISING UNITS

- Leaderboard: 728 x 90px
- Billboard: 970 x 250px
- MPU 1: 300 x 250px
- MPU 2: 300 x 250px
- Half Page: 300 x 600px

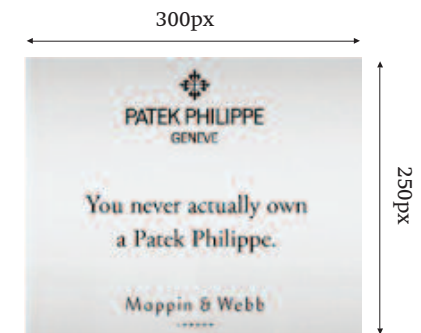
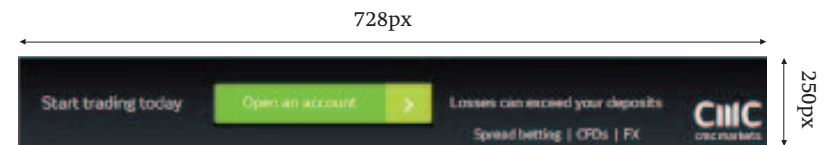
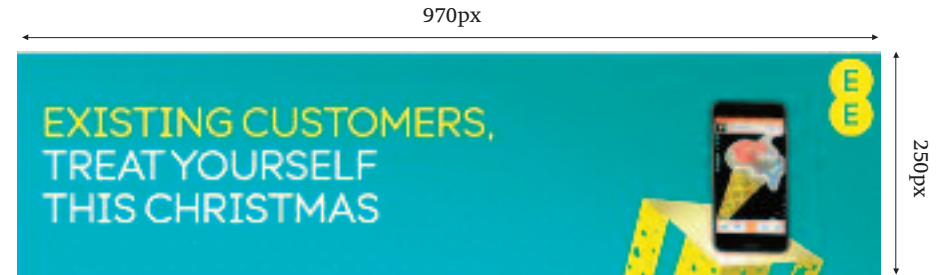
- Mobile MPU 1: 300 x 250px
- Mobile MPU 2: 300 x 250px

Deadlines are 4 working days before live date

Max creative file size: 200kb

Valid formats: GIF, animated GIF, JPEG

Note: Flash files must come with a backup GIF file for non-Flash compatible browsers. We do not recommend Flash, as browsers like chrome block some Flash ads from running.



ADVERTISING UNIT LOCATION (Desktop)



Leaderboard
or Billboard



MPU 1 or
Half Page



Leaderboard
or Billboard



MPU 2



Leaderboard
or Billboard



ADVERTISING UNIT LOCATION (Mobile)



MPU/ Half Page
(Mobile MPUs Appear partway into the content stream)

Mobile Homepage
(MPU/ Half Page)

MPU Only



Mobile Article
(MPU/ Half Page)

MPU Only