

# DIGITAL AD SPECIFICATIONS

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For General Advertising  
Information, call  
**612-673-4000**

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS

## GENERAL REQUIREMENTS FOR ALL ONLINE DISPLAY ADS

- Star Tribune requests that all rich media creative be sent and built in HTML5. Flash is no longer supported.
- All banners with a white background must have a non-white border of 1 pixel
- Banners may loop 3 times or animate for 30 seconds, whichever is less
- Click-through URLs may not exceed 512 characters
- Audio must be user initiated by click and requires an on/off button. Ad will load with audio turned off. Expanding panels are the exception – audio may play after a 2 second delay when expanded, audio must stop when expanding panel is closed.
- Companies supplying creative should submit creative 3 business days prior to placement
- We accept customer provided ads (3rd party tag) from PointRoll, EyeBlaster, and other vendors compliant to our guidelines
- Creative must not auto-download additional media, spawn additional ads, or ask the user to download plug-ins
- Star Tribune reserves the right to approve or decline an ad campaign if delivery of site content or user experience is compromised. All ad materials must be compliant with Star Tribune ad acceptability standards and guidelines

## HTML5 SPECIFICATIONS

HTML5 creative should follow the same digital advertising specifications as other Standard and Rich Media creative developed for Star Tribune.

### FILE SIZE for all ad types

- **100K** initial load
- **200K** polite load
- **2MB** with in-banner Video (user hosted only)
- File Size is measured after all code and assets are stored to a .zip file. The .zip file must include ALL assets and reference code such as JavaScript libraries and Web Fonts. Javascript libraries and Web fonts can be called from another location but are considered as part of the overall file size.

### ASSETS

- All creative assets (images, code, etc.) should be submitted in a single .zip file.
- The .zip file must include all referenced code
- Once the .zip is uncompressed, the ad must be viewable without a network connection.
- The HTML5 creative must include the complete HTML document that includes at least one click tag and can load into an iFrame
- Do not include any .zip files or unreferenced files within your HTML5 .zip file.
- HTML5 assets should not use local or session storage.
- Do not include backup assets in your HTML5 .zip file unless they're referenced by the HTML file.
- HTML text or webfonts should be used whenever possible to reduce file weight, improve readability, scalability and accessibility. Fonts may be stored in the ad package as an asset.
- Minimize file count within the zip document to decrease the overall deliverable file size. The more files a creative needs to load in order to render will lead to increased user-perceived latency.
- Supported file types and limits for your .zip file: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG.

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS (CONT.)

## HTML5 SPECIFICATIONS

### Click Tags

- Ads must use the clickTag variable as the click destination..
- The URL will be added in the ad-serving platform—do not hardcode the URL. Hard-coded click-throughs URLs cannot be recorded by the ad server.
- All required clickTags must be placed within the HTML file without minification or obfuscation.
- When multiple .html files are included, the click tag variable must be present in the first .html file that loads

### Sample clickTag insertion:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "%CLICK_URL_UNESC%%DEST_URL%";//This value is used
by the ad server and should not be changed
</script>
</head>
[The rest of your creative code goes here.]
</html>
```

### Ensure your creative uses the clickTag variable as the click-through URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

### Or place it in a container by making use of events:

```
<div onclick="window.open(window.clickTag);">

</div>
```

- In instances of multiple clickthrough urls in the same ad, enumerate click tags as follows:  
*clickTag0, clickTag1, clickTag2*
- Set the target attribute to “\_blank” so the click destination opens in a new window or tab
- Ad dimensions must match placement dimensions to avoid distortion unless the ad is specifically designed to be responsive.
- Ad dimensions should be defined within the <head> using the <meta> tag with the name “ad.size”  
For example,

```
<meta name="ad.size" content="width=300,height=250">
```

- To prevent code conflicts with the pub site the use of wrapping Javascript and CSS in closures or namespaces is recommended

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS (CONT.)

## STANDARD DISPLAY ADS

Ad Name	Dimensions	File Size*	File Type	
Medium Rectangle	300 x 250	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	Runs on Advantage
Leaderboard	728 x 90	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	Runs on Advantage
Super Leaderboard	970 x 90	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	
Billboard	970 x 250	50k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	
Half Page Banner	300 x 600	50k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	
Portrait	300x1050	80k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	
Wide Sky	160 x 600	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	Runs on Advantage
Half Banner	234 x 60	15k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	
Micro Banner	320 x 50	15k	JPG, GIF, PNG, HTML5, or 3rd party ad tag	

## UNIQUE / PREMIUM DISPLAY ADS

### Interstitial

Dimensions	640 x 480 preferred. 900 x 600 max.
File Size*	80k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
Animation	Limited to 15 seconds of animation
Frequency	Limited to 1 per user per 7 days
Other Capabilities	Video allowed. (see In-Banner Video specifications)

### Expanding Medium Rectangle

Dimensions	
Medium Rectangle	300 x 250
Expanding Panel	500 x 300
File Size*	
Medium Rectangle	40k
Expanding Panel	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
z-index	100,000
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	May expand on click. Expands left. Must close in the same manner it opens. Rollover triggers may not exceed 30% of the ad space, must be clearly marked, and must have ½ second delay.
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

\*Please see file size limits for HTML5 creatives on page 2

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS (CONT.)

## UNIQUE / PREMIUM DISPLAY ADS

### Expanding Leaderboard

Dimensions	
Leaderboard	728 x 90
Expanding Panel	728 x 290 (total size, 728 x 200 if it expands below the leaderboard)
File Size*	
Leaderboard	40k
Expanding Panel	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
z-index	100,000
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	May expand on rollover or on click. Expands down. Must close in the same manner it opens. Rollover triggers may not exceed 30% of the ad space, must be clearly marked, and must have ½ second delay.
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

### Overlay

Dimensions	Variable. 640 x 480 preferred. 970 x 600 max.
File Size*	up to 80k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag

### Skins

Dimensions	293 x 800 (per side)
File Size*	50k, each
File Type	JPG, GIF, or PNG
	3rd Party click and impression trackers are also accepted

### Expanding Halfpage Ad

Dimensions	
Halfpage Ad	300 x 600
Expanding Panel	600 x 600
File Size*	
Halfpage Ad	50k
Expanding Panel	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
z-index	100,000
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	May expand on rollover or on click. Expands left. Must close in the same manner it opens. Rollover triggers may not exceed 30% of the ad space, must be clearly marked, and must have ½ second delay.
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

*\*Please see file size limits for HTML5 creatives on page 2*

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS (CONT.)

## UNIQUE / PREMIUM DISPLAY ADS

### Expanding Pencil Ad

Dimensions	970 x 30
Expanding Panel	970 x 300
File Size *	40k
Expanding Panel	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Replay Button	Must include "Replay This Ad" on the right hand side of the Pencil (970 x 30) piece of the ad.
Auto-Expansion Behavior	On the first impression per user, the ad will auto-expand for 5 seconds and then auto-close
Expansion Behavior	Every impression after the first, the user must click the Replay button to expand the ad. Also must click the close button to close

### Floating Banner

Dimensions	Maximum of 500 x 500
File Size*	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
z-index	100,001
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Frequency Cap	Limited to one ad view per user per session
Floating Behavior	Floating duration is limited to 10 seconds, then must collapse / dissolve in a standard Medium Rectangle ad or Leaderboard.
Restrictions	Floating ads must not appear above masthead, navigation or other ads. Click-through area should only be the size of the creative area if the entire 500 x 500 area is not used
Other Capabilities	Video allowed. (see In-Banner Video specifications)

### Hoverboard

Dimensions	1016 x 90
Leave Behind	100x 90
File Size*	50k
Expanding Panel	50k
File Type	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	Loads expanded - retracts from 1016 x 90 ad to 100 x 90 leave behind ad on user click.

### Preroll

File Size*	3 MB
File Type	wmv, mov, mpg minium 1024 x 576 pixels recommended
Duration	15 seconds. No clipping required (no bars, tones, slates, etc...)
Aspect Ratio	16:9 preferred
Frame Rate	15 frames per second, 30 preferred

*\*Please see file size limits for HTML5 creatives on page 2*

# STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS (CONT.)

## UNIQUE / PREMIUM DISPLAY ADS

### In-Banner Video

File Size*	3 MB
File Type	wmv, mov, mp4
Duration	30 seconds (15 second limit for Interstitials)
z-index	100,000 (z-index only applies to Standard Medium Rectangle ad and Standard Halfpage ad)
Audio	Audio must be user initiated by click and requires an on/off button. Ad will load with audio turned off. Expanding panels are the exception – audio may play after a 2 second delay when expanded, audio must stop when expanding panel is closed.
Availability	May run in Medium Rectangle ads, Halfpage ads, Expanding Medium Rectangle ads, Expanding Leaderboards, Auto Expanding Leaderboards, Doublebills, and Interstitials

*\*Please see file size limits for HTML5 creatives on page 2*

# STARTRIBUNE.COM MOBILE AND TABLET MECHANICAL REQUIREMENTS

## MOBILE BROWSER

Mobile Browser	Dimensions	File Size*	File Type
Mobile Banner	320 x 50	15k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Medium Rectangle	300 x 250	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Half Banner	234 x 60	15k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Mobile Interstitial	320 x 420 480 x 280	40k 40k	JPG, GIF, or PNG JPG, GIF, or PNG
Mobile Overlay	Variable. 300 x 250 prefer. 300 x 400 max.	40k	JPG, GIF, PNG, HTML5, or approved 3rd party ad tag

## APPS

Tablet Apps	Dimensions	File Size*	File Type
Billboard Portrait Mode	738 x 70	59k	jpg or gif
Billboard Landscape Mode	994 x 70	59k	jpg or gif
Half Page ad (Portrait and Landscape)	315 x 595	59k	jpg or gif
Strip Ad Portrait Mode	994 x 150	59k	jpg or gif
Strip Ad Landscape Mode	738 x 150	59k	jpg or gif
Interstitial Portrait Mode	560 x 800	79k	jpg or gif
Interstitial Landscape Mode	900 x 500	79k	jpg or gif

### iPad App Spec notes:

- Video, flash, and rich media are not allowed
- iPad screen resolution 1024 x 768

iPhone and Android Apps	Dimensions	File Size*	File Type
Banner ad	320 x 50	8k	jpg or gif
Interstitial	300 x 250	40k	jpg or gif

### iPhone/Android App Spec notes:

- Video, flash, and rich media are not allowed

\*Please see file size limits for HTML5 creatives on page 2



# STARTRIBUNE.COM EMAIL AND ADVANTAGE MECHANICAL REQUIREMENTS

## SOLO EMAILS (ADVANTAGE AND FYI)

Star Tribune will provide production services for your e-mail creative at no extra charge. If you plan on designing your own creative, here are some helpful tips & guidelines to ensure the best deliverability and results:

- Make sure the offer is relevant to the audience.
- Have one strong call to action to determine success of your email campaign such as a spike in direct traffic or a 1-800 number. Many people view emails in the preview pane which doesn't always register as an open in reporting.
- Do not use SPAM words or phrases such as: "Free!", "Amazing", "Get paid", "Earn Money"
- Design an ad with:
  - A benefit statement headline
  - An image relevant to what you are selling
  - Effective landing pages (either your website or custom jump page)

### Calls to Action

- Navigation options to click to site
- Clear headline
- 1 Strong call to action
- Several softer calls to action
- Locations, directions



### What We Need To Run Your Email:

1. HTML creative if you are designing it
2. Any image files used in the email
3. Seed list email addresses – these will be included in the list when the campaign is deployed
4. Tracking system info if you are using Google Analytics, redirects, etc.
5. Working URLs used in the e-mail

### Production Guidelines

- HTML file sizes commonly used are centered and are 400x400px to 600x600px. You may increase the depth, but "less is more"
- Use a mix of HTML text and images so that if recipients have images blocked in their email settings they can still see your message. Add "click to view" links in your pre-header texts.
- Images are accepted in JPG, PNG, and GIF formats. File size should be kept to a minimum for quicker downloading.
- Use In-Line styles, not external stylesheets.
- Do not use Image Mapping code.
- Add style block code to images: style="display: block;"
- Bullet points that have spacing before or after need to have that space coded: &nbsp;&bull;&nbsp;
- Do not use a background image, most email sending applications will remove these.
- Do not use <div> for coding.
- Font styles should be coded in a font tag whenever possible - coding font styles in <td> or other tags should be avoided. Use font lists.
- All special characters such as bullets, copyright symbols and other characters should be converted into images or avoided if possible as these elements will not show or look the same across different email platforms.
- For more information and detail about coding, structuring, and creating HTML emails: <http://kb.mailchimp.com/article/how-to-code-html-emails/>