theday

STANDARD WEB AD SPECIFICATIONS

Submission Deadlines

To ensure campaigns run on the scheduled date, please provide files at least **5 working days before desired live date; 10 days for rich media** (see other side for rich media specs)

THE DAY USES DOUBLE CLICK FOR PUBLISHERS AS OUR AD NETWORK.

Web Sizes

STANDARD
Medium Rectangle........................ **300 x 250px**
Leaderboard................................. **728 x 90px**

MOBILE
Mobile Medium Rectangle......... **300 x 250px**
Mobile Banner.............................. **320 x 50px**

EMAIL
Email Medium Rectangle........... **300 x 250px**
Email Banner................................ **610 x 75px**

EMPLOYMENT
Employment Medium Rectangle .. **300 x 250px**
Employment Small Rectangle.. **180 x 150px**

SLIDING LEADERBOARD
Leaderboard................................. **728 x 90px**
Expanded...................................... **728 x 315px**

OTHER SIZES
Half Page...................................... **300 x 600px**

HTML5 Ads and Ad Tags

STANDARD

- HTML5 ads are accepted in Medium Rectangle and Leaderboard sizes only.
- Ad tags can be sent in an email or as an attachment. Please be sure to clearly identify the client, campaign, and requested live date in the email.
- Ads may be sent as a ZIP attachment. Include all assets, as well as the HTML file that contains your ad. Keep the number of files under 15.
  - Your main ad should be titled "index.html"
  - All code and assets should be relatively referred to (make sure the index.html file references assets within the same folder)
  - All code and assets required to run the ad should be included in the ZIP file
- Animation should be simple and may be implemented using either CSS or JavaScript.
- Be sure your ad is compatible with many browsers and devices.
- Functionality for Rich Media (Sliding Leaderboard and Medium Rectangle with video) must be implemented in-house; files and artwork must be provided (see reverse side for submission guidelines)

Web Ad Specs

STANDARD
File type: **JPG, GIF, or HTML5 Ad Tags only (Flash files are no longer accepted)**
Preferred file size: approximately **50KB**
　　Absolute maximum: 200KB
Animation (GIF and HTML5 ad tags only): **15 seconds**

MOBILE/EMAIL/JOBS/OTHER
Preferred file size: **50KB; No animation; static ads only**

SLIDING LEADERBOARD
Preferred file size: **50KB leaderboard; 100KB expanded; Leaderboard should be static; Maximum file size of completed ad: 200KB**
Maximum length: **10 seconds, including all loops**

VIDEO
Video can be added to Sliding Leaderboard and standard Medium Rectangle only

Must be MP4 file type
Maximum file size: **50MB**
Maximum length: **30 seconds**

AUDIO
Audio is allowed only when connected with video.
Audio must be user-initiated; it will begin muted and require a hover or click to begin playing.

DESIGN GUIDELINES
- No fonts under 13 points
- All web ads must have a border/background
- Keep text to a minimum
- Include a call to action
- Do not include phone numbers, street addresses, web addresses; town and state are okay

CLICKTHROUGHS
If the web ad contains a specific offer (specific percentage or price), the link must contain information about that offer.

Please note: The Day follows IAB Display Advertising Guidelines.
For more information, please visit *www.iab.com/guidelines/iab-display-advertising-guidelines/*

Rich Media
SLIDING LEADERBOARD

The sliding leaderboard ad loads on the expanded size and shrinks after ten seconds to the leaderboard size. If the viewer returns to the site within 12 hours of the last view, the ad will load on the leaderboard size and require user interaction to expand.

The leaderboard component must contain a call-to-action to indicate to the user that the ad expands. "Expand" or "Learn more" are acceptable verbiage.

A backup image must be included for browsers that do not support HTML5 functionality. The backup should be very similar to the leaderboard, with the exception of the call-to-action. The backup should indicate a click through instead of an expand action.

The expanded component must contain a close button in one of the four corners of the ad. This can either read "Close" or can simply be an "X".

The sliding leaderboard functionality must be put together in-house. Third-party creative must be supplied as follows: a leaderboard, a backup image, an expanded component, and the click through address. Optional components include video and any third-party tracking tags that are required.

MEDIUM RECTANGLE WITH VIDEO
The medium rectangle can be upgraded to include video.

The medium rectangle must contain a header and/or a footer containing the client's branding information and a call-to-action. The size of the header and footer will depend upon the aspect ratio of the video.

Third-Party Tracking
The Day uses DoubleClick for Publishers to host and serve web ads.
In some scenarios, an agency, advertiser, or other third party might decide to track impressions with a tracking pixel. A tracking pixel is simply code inserted into a custom or third-party creative that makes a server call and returns a transparent 1x1 image (normally a GIF file).

Due to DFP and rich media vendor specifications, third-party tracking tags must be wrapped in an HTML image tag:

EXAMPLES

```
<img src="TRACKING-PIXEL-URL-GOES-HERE" style="position:absolute; visibility:hidden">

<img src="TRACKING-PIXEL-URL-GOES-HERE" style="display:none">

<img src="TRACKING-PIXEL-URL-GOES-HERE" width="0" height="0">
```