

DESKTOP ADS

Leaderboard | 🏠 📺 ➡

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 728x270



Rectangle | 🏠 📺 ➡

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 600x250
RRM and IBV available for desktop



Billboard | 🏠 📺 ➡

Dimensions: 970x250
File Size: 200 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV



Half Page | 📺 ➡

Dimensions: 300x600
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable size: 300x600 > 560x600



Adhesion | 🏠 📺

Dimensions: 970x90
File Size: 60 kb Max
File Format: JPG, GIF
Animation: GIF, 15 sec max
This unit remains visible at the bottom of the browser window at all times.



CTA Branded Footer | 📺

Dimensions: 620 x up to 200 high
File Size: 60 kb Max
File Format: JPG, PNG
Animation: None
Must include a prominent call to action.



Wide Sky | ➡

Dimensions: 160x600
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
160x600 > 320x600



Gmail Ad |

Dimensions: 300-650x300-1000
File Size: 1 mb Max
File Format: JPG, PNG, GIF
Animation: None
This is a static unit that displays within Gmail. These are served ONLY in conjunction with the enterprise SEM product.



Native Display | 🏠 📺

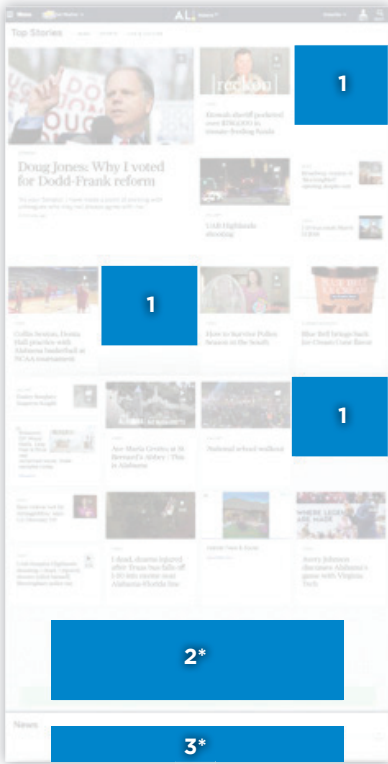
Dimensions: 1200x628 (image size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will be displayed at smaller dimensions.



DIGITAL AD SPECS

DESKTOP PRODUCTS

Homepage Takeover



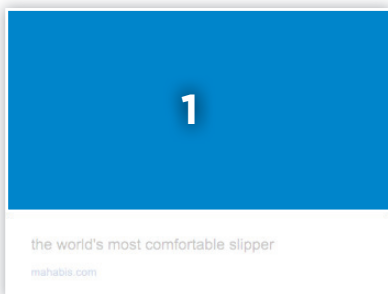
Units Included

- 1 | Rectangle x3, or Native Display Click-Out + 2 Rectangles
- 2 | Billboard
- 3 | Adhesion
- 4 | Leaderboard*

*For devices that can't fit a 970px width, the Leaderboard is served.
Best practice: use a different layout for each rectangle. Instructions must indicate if the Native Display Click-Out is included.

Native Display Click-Out

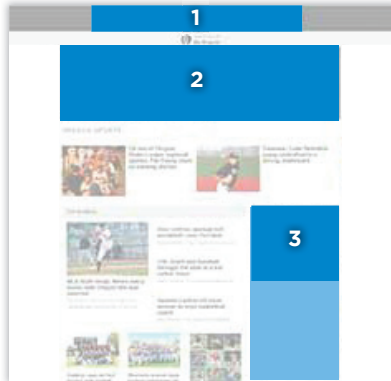
Will click to external destination



Units Included

- 1 | Native Display Ad
- *See Video Ads page for Native Video Click-Out Specs.

Interior Page Takeover



Units Included

- 1 | Leaderboard
- 2 | Billboard
- 3 | Rectangle or Half Page*

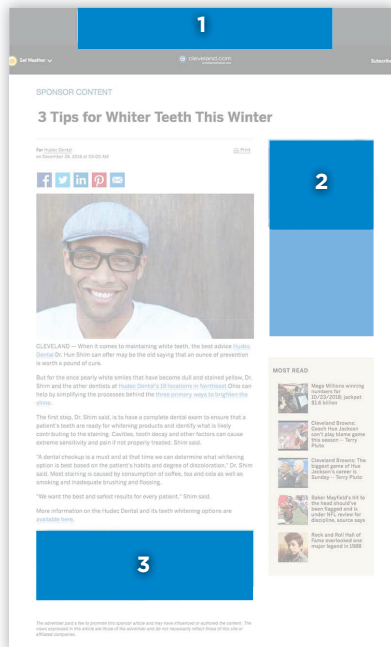
Interior Page Roadblock Units

- 1 | Leaderboard
- 3 | Rectangle or Half Page*

*Desktop only; built if requested.

Native Sponsor Article Ads

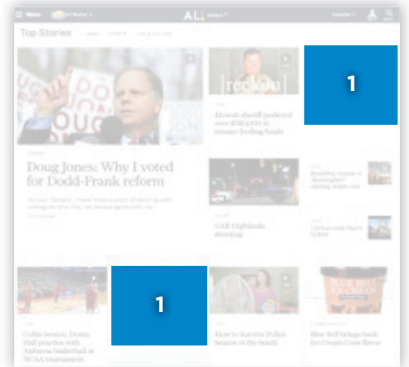
File Format: JPG, PNG, GIF, ad tags*
These ads appear on the Sponsored Content article page.
*CTA Footer is JPG or PNG only



Units Included

- All Units Optional
- 1 | Leaderboard
 - 2 | Rectangle, or Half Page**
 - 3 | CTA Footer
- **Desktop only; built if requested.

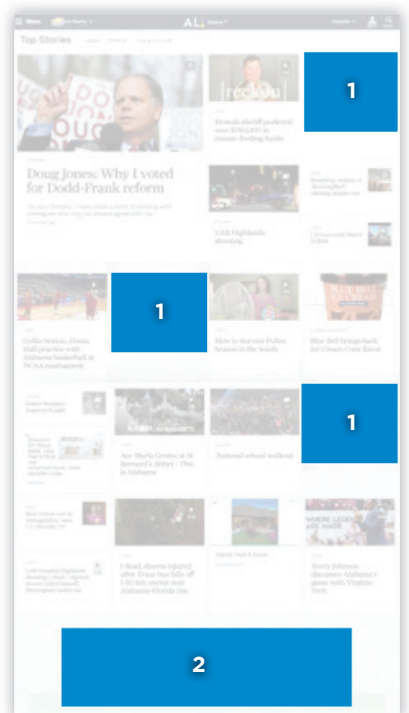
Homepage Mini Roadblock



Units Included

- 1 | Rectangle and/or Native Display, x2
- Best practice: use a different layout for each rectangle.

Homepage Full Roadblock



Units Included

- 1 | Rectangle and/or Native Display, x3
 - 2 | Billboard
- Best practice: use a different layout for each rectangle.

DIGITAL AD SPECS

MOBILE ADS

Leaderboard |

Dimensions: 728x90
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
728x90 > 1024x768 (tablet only)



Rectangle |

Dimensions: 300x250
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expandable sizes:
300x250 > 1024x768 (tablet only)
300x250 > 320x480 (mobile only)
RRM and IBV available for mobile browser,
and extended reach mobile apps.



Mobile Banner |

Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, GIF, ad tags
Animation: GIF, HTML5, 15 sec max; IBV
Expands to:
320x50 > 320x480
RRM available for mobile browser, and
extended reach mobile apps.



Native Display |

Dimensions: 1200x628 (build size)
File Size: 1200 kb Max
File Format: JPG, PNG, no tags
Animation: None
These ads are built at 1200x628, but will
be displayed at smaller dimensions.



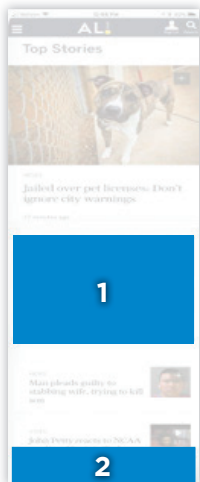
Mobile Adhesion |

Advance Local sites only
Dimensions: 320x50
File Size: 60 kb Max
File Format: JPG, PNG, no tags
Animation: GIF, 15 sec max



MOBILE PRODUCTS

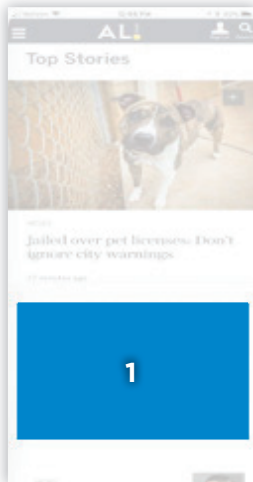
Mobile Homepage Takeover



Units Included

1 | Rectangle and/or Native Display, x4
2 | Mobile Adhesion
*Best practice: use a different layout for
each rectangle.*

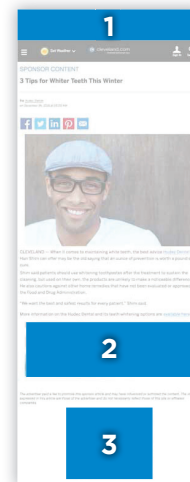
Mobile Homepage Roadblock



Units Included

1 | Rectangle and/or Native Display, x3
*Best practice: use a different layout for
each rectangle.*

Mobile Native Sponsor Article Ads



Units Included

1 | Mobile Banner
2 | CTA Footer
3 | Rectangle

Facebook & Instagram Specs: For images to be used in social media ads

Use these guidelines to design an image that looks good everywhere it appears on social media. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Recommended image size:

1200 x 628 (for single image ads)

1080x1080 (for carousel ads)



Your image may not include more than 20% text.

Designers only create the image. The headline and link description text are added by the fulfillment team.

Ad Specifications for Advertisers/Agencies providing Creative

HTML5 Creative

HTML5 displays across all devices, unlike older creative formats such as Flash. It is the industry best practice for non-static creative and may include animation, video, multiple click throughs, widgets and other custom user interactions.

We prefer to either build original creative or follow a provided design layout to produce HTML5 ad tags to ensure ads meet ad server specifications so there is no delay with the campaign flight or error in campaign reporting. If you would like us to follow your provided layout, please include original files or assets. We will mimic your layout and user experience to the extent allowed by ad specs and our HTML5 design technology.

We can accept provided HTML5 ad tags (DoubleClick, for example) as long as ads are built to ad server specs outlined in this guide. This means that the provided tag must be SSL compliant and site-ready to serve as is. Any creative, CSS or other file references need to be hard-coded and hosted by the third party. Tags must be built with click-tracking and impression macros so that we can track and optimize for our ad servers. We cannot be responsible for tracking code, creative edits nor trouble shooting in third-party provided ad tags.

Responsive Rich Media (RRM) is HTML5 creative that includes video or expansion.

In-Banner Video (IBV) is HTML5 creative that plays video delivered inside of the display ad creative for a given placement rather than initiating the use of a native video player.

If providing creative components for expandable responsive rich media or in banner video ads, please adhere to the following:

- If possible, we prefer original, editable design files with links and fonts: Adobe PSD, INDD, AI.
- Ad creative/background should be sized per ad unit dimension at the proper proportion, 72 minimum or higher, formats: PSD, JPG, PNG, PDF.
- Any individual buttons/images intended to animate should be saved with a transparent background: 150px, formats: PNG, PDF, AI, EPS.
- We will build the expandable ad in our ad design platform where we combine the background creative, video (if included), links for buttons, expanded ad animation, and more.
- Video will auto play with sound off; audio must be user initiated.

If providing video, we'll need:

- The original video file as MOV, or MP4.
- 30 seconds is max video length.
- Frame rate: 24fps
- Aspect Ratios: 16:9, 4:3, and 6:5.

HTML File Size Specifications:

| CREATIVE UNIT NAME | ASSET | MAX FILE SIZE | FILE TYPE |
|------------------------|---------------------------------|---------------|----------------------|
| HTML5 Desktop / Tablet | Backup Image | 60 kb | JPG, PNG, GIF |
| | Initial Load | 200 kb | HTML5, JPG, PNG, GIF |
| | Polite Load / Panel | 2.2 mb | HTML5, JPG, PNG, GIF |
| | User Initiated Load / Expansion | 10 mb | HTML5, JPG, PNG, GIF |
| | Video (optional) | 4 mb | MP4, OGG, WebM |
| HTML5 Mobile | Backup Image | 60 kb | JPG, PNG, GIF |
| | Initial Load | 80 kb | HTML5, JPG, PNG, GIF |
| | Polite Load / Panel | 200 kb | HTML5, JPG, PNG, GIF |
| | User Initiated Load / Expansion | 2 mb | HTML5, JPG, PNG, GIF |
| | Video (optional) | 2 mb | MP4, OGG, WebM |
| HTML5 Standard | Banner | 80 kb | HTML5, JPG, PNG, GIF |

SSL Compliant Creative

Advance Local sites use a secure protocol (<https://>) to protect users privacy and data. With this commitment to our users, any display ads which are scheduled to deliver on our local sites need to be SSL compliant. All components of third-party display ads, including creative and tracking, must be able to serve via SSL (<https://>) without any disruption to the browser, page, or user. Static creative (JPG, PNG, GIF) is secure by default.

Flash/SWF files

Flash is no longer supported across all desktop browsers. We must rebuild Flash creative into JPG, PNG, GIF or HTML5 (usually HTML5 to replicate animation). While we prefer original files to build the ads in-house, we can “pull apart” creative elements in a Flash/SWF file. That said, sometimes there’s a bit of image quality loss and if the fonts aren’t outlined, we’ll replace them with the closest available from our font library.

In-App ads for Mobile and Tablet

Static and HTML5 ads are accepted on mobile apps. HTML5 creative for in-app must be MRAID formatted.

Extended Reach Networks

We work with a number of network exchanges and ad servers, each with their individual specifications. All accept static creative and many accept HTML5 following the specs outlined in this document. Please consult your account executive for details on specific requirements for extended reach campaigns.

DIGITAL AD SPECS

ALABAMA
MEDIA GROUP

VIDEO ADS

Instory/Outstream (served on O&O)

Dimensions: 16:9 Aspect Ratio

File Size: 10 mb Max

Length: 15 or 30 seconds recommended

(longer is possible but hard to get under 10 mb)

File Format: MP4 or MOV recommended

These display on article pages and load automatically when a user scrolls down.

Max: 1920x1080
Min: 640x360

16:9 ASPECT RATIO
COMMON DIMENSIONS:

1920x1080
1280x720
960x540
640x360

YouTube

1 | TrueView In-Stream

Dimensions: 16:9 Aspect Ratio

Length: 12 seconds - 6 minutes
(*<3 minutes recommended*)

File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM

1 | Bumper Ad

Non-Skippable

Dimensions: 16:9 Aspect Ratio

File Size: 10 mb Max

Max Length: 6 seconds

File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM

1 | Non-Skippable Ad

Non-Skippable

Dimensions: 16:9 Aspect Ratio

File Size: 10 mb Max

Max Length: 12 - 15 seconds

File Format: MOV, MP4, MPEG4, AVI,
WMV, FLV, 3GPP, WebM

3 | CTA Thumbnail

Optional, built on request

Dimensions: 800x800
will render at 98x98

File Size: 150 kb Max

File Format: JPG, PNG, GIF
(No HTML5/tags)

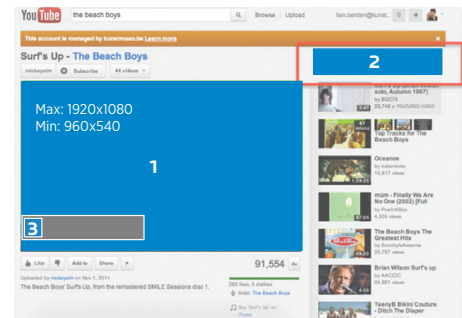
*No CTA Extensions available for
Non-Skippable 15s or Bumper Ads.*

2 | Companion Ad

Dimensions: 300x60

File Size: 150 kb Max

File Format: JPG, PNG, GIF
(No HTML5/tags)



Native Video Click-Out

Video Ad

Dimensions: 16:9 or 4:3 Aspect Ratio

File Size: 10mb MAX

Length: 30 seconds Max

File Format: MP4, MOV, AVI, AMV,
VAST Tag

Poster Image

***REQUIRED; displays at end of video or in
placements where video cannot play.**

Dimensions: 1200x628

File Size: 100 kb Max

File Format: JPG or PNG only

16:9 or 4:3 Aspect Ratio
Image 1200x628

the world's most comfortable slipper
mathis.com

Facebook Video

Dimensions: 16:9 Aspect Ratio

1:1 *only if requested*

File Size: Under 20 mb recommended

Length: 15 seconds recommended for best practice,
but can be up to 2 minutes

File Format: MP4 or MOV for best quality

In-Stream Video (served via ThinkNear)

**For premium mobile location targeting. (Product is
Audience Extension MobileApp_Premium_Lat_Long_In-Stream)*

Dimensions: 16:9 Aspect Ratio

File Size: 10 mb Max

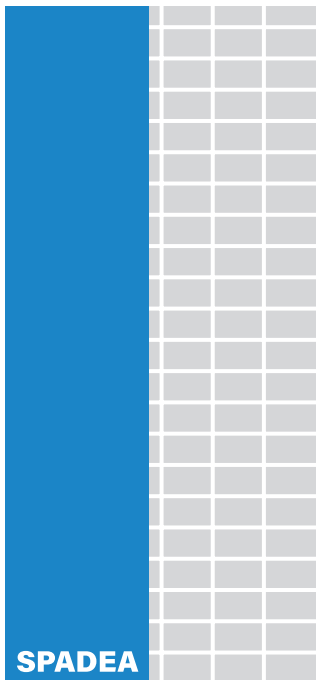
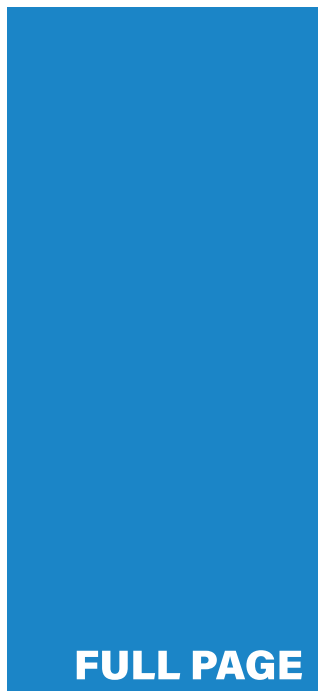
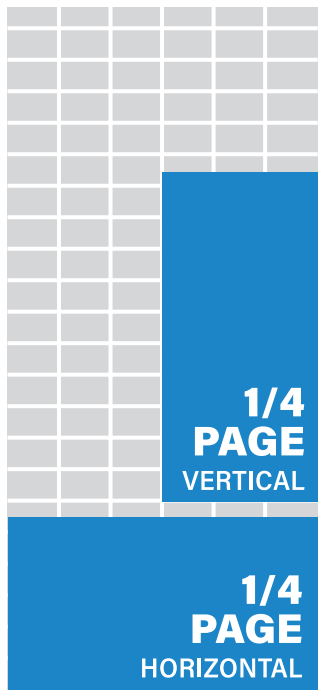
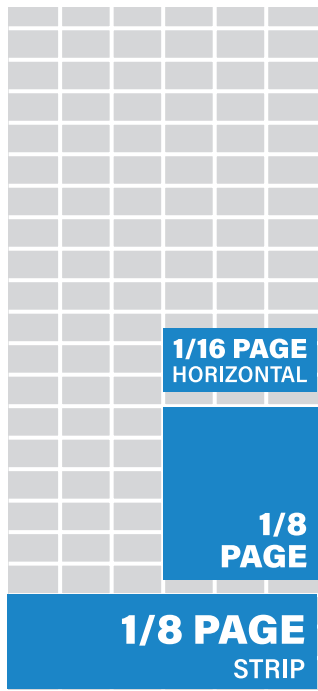
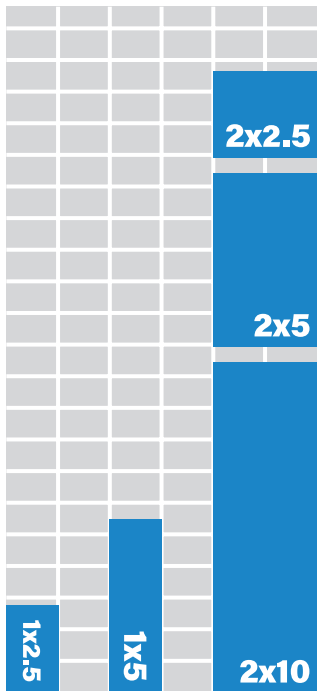
Length: 15 seconds (non-skippable) or
30 seconds (skippable after 5 seconds)

File Format: MP4, VAST tag

16:9 Aspect Ratio
Max: 1920x1080
Min: 640x360



PRINT AD SPECS



AD SIZES IN INCHES

| | |
|-----------------------|--------------|
| 1 x 2.5 | 1.53 x 2.5 |
| 1 x 5 | 1.53 x 5 |
| 2 x 2.5..... | 3.2 x 2.5 |
| 2 x 5..... | 3.2 x 5 |
| 2 x 10 | 3.2 x 10 |
| 1/16 Page H | 4.87 x 2.5 |
| 1/8 Page | 4.87 x 5 |
| 1/8 Page Strip | 9.87 x 3 |
| 1/4 Page V | 4.87 x 10 |
| 1/4 Page H..... | 9.87 x 5 |
| 1/2 Page V | 4.87 x 20.13 |
| 1/2 Page H..... | 9.87 x 10 |
| Spadea Front | 4.5 x 20.13 |
| Full Page | 9.87 x 20.13 |
| Two Page Spread | 20.5 x 20.13 |

PREPRINT SPECS

ALABAMA
MEDIA GROUP

PRODUCT THICKNESS

Minimum - .007 inches (0.178 mm)
Maximum (broadsheet) - 96 pages
Maximum (tabloid) - 120 pages

PRODUCT WIDTH

Minimum - 5 inches folded edge
Maximum - 11 inches (over 11 must be quarter folded prior delivery)

PRODUCT HEIGHT

Minimum - 5 inches
Maximum 11 inches

A MINIMUM OF 2% SPOILAGE IS REQUIRED FOR ALL MATERIALS THAT MEET PREPRINT SPECIFICATIONS.

Preprints that fail to meet the standard weight and size specifications as stated above (or including wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser

SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

1. EACH SKID MUST BE LABELED WITH THE FOLLOWING INFORMATION:

- Advertiser
- Distribution date
- Skid number/Total number of skids
- Number of inserts per skid
- Total number of inserts for distribution
- Publication name on each skid

Bulk shipments will not be accepted

2. DAILY AND/OR SUNDAY INSERTS MUST BE DELIVERED NO LATER THAN 10 DAYS PRIOR TO THE DISTRIBUTION DATE.

3. DELIVERY TIMES:

MON - FRI | 7:00 A.M. TO 4:30 P.M. CST.

4. BILL OF LADING INFORMATION MUST INCLUDE:

- Advertiser
- Distribution dates
- Total number of inserts
- Total number of skids in shipments

5. INSERTS SHOULD BE SENT TO:

**MOBILE PRESS-REGISTER
270 BEAUREGARD STREET
MOBILE, ALABAMA 36603**

6. PACKING REQUIREMENTS:

All preprints must be stacked on nonreturnable skids. Skids should be a maximum in height of 52 inches and skid tops should match but not exceed the size of the skid. Tops should protect skids contents against damage. Inserts should never extend beyond the edge of the skid.

Skids must be securely banded to prevent spillage of preprints.

Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.

Underlayments should be used every 18 inches and on the bottom and top of each skid.

No waxed or coated paper may be used as underlayments. Preprints delivered in boxes should be securely strapped to a skid.

7. DAMAGED SHIPMENTS & PREPRINTS:

Photos are taken upon arrival of visible damage and sent to responsible parties. We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages. Contacts will be notified as soon as possible.

PREPRINT SPECS

- Minimum insertion quantity or cost for preprints publishing in The Birmingham News, The Huntsville Times and Press-Register is 10,000 pieces or \$500 in each publication.
- Cost Per Thousand discounts are based on volume in a 12 month period.
- Requests or inquiries made by Advertiser for billing quantity or rate adjustments based on billing quantity or other considerations must be made in writing by Advertiser and received by Publisher, within ninety (90) days of the applicable invoice date. All such requests or inquiries beyond such ninety (90) day period shall be deemed waived by Advertiser. Publisher is not responsible and will not credit or pay, printing, shipping and/or administrative charges for any reason.
- Unless otherwise mutually agreed upon by the parties in writing, if the signed contract is received by Publisher after stated effective date of said contract, rate modifications will be applied to advertising running within the receipt month (if received prior to the 16th of the month) or the following received month that the signed contract is received by Publisher (if received after the 16th of the month).
- Full Run Distribution is based on most current AAM Publisher's Statement excluding digital copies and branded editions (Yes! Sunday Select).
- Part Run distribution is any quantity less than full run.
- A minimum of 2% spoilage is required for all materials that meet preprint specifications. If 2% spoilage is not provided, Publisher will not be held responsible for shortages. Additional spoilage is required for preprints that do not meet preprint specifications.
- Page counts are predicated on tab pages. If a preprint is a standard broadsheet, pages will invoice to the formula: 1 broadsheet page = 2-tab pages. Two tab pages = 2-flexi pages.
- A single-gatefold on a tab will not invoice as extra pages provided:
 1. The single gatefold is an extension of either the left or right outer edge side of the tabloid or broad sheet preprint.
 2. The gatefold width must be less than half of the total tabloid preprint width. If the gatefold is wider than half of the total preprint width, it will invoice as an additional 2 pages.
- 3. Preprints with double-gates (gates on both the left and right outer edge) will invoice as an additional 2 pages provided the gates are less than half the width of the preprint. If double-gates exceed half the width of the preprint, it will invoice as an additional four-pages.
- 4. Preprints with Dutch-doors, ribbons or gatefolds running across the top or bottom of the preprint and are less than half the depth of the preprint will invoice as an additional two pages. If the depth exceeds half the size of the total preprint depth, it will invoice as an additional 4-pages.
- 5. If the height of a preprint exceeds 17.5-inches high it will invoice as a standard broadsheet.
- At Publisher's sole discretion, Publisher has the right to reject abnormal or odd sized preprints that may cause insertion issues. If a preprint requires special handling (Examples: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes), a minimum of 200 samples must be submitted for testing at least six weeks prior to the distribution date. Prompt notice of acceptance or rejection will be made.
- If the number of client-provided preprints exceeds the quantity required for distribution in requested zones, Publisher may, where practicable, distribute such excess preprints in additional zones, unless otherwise requested.
- Thanksgiving Day distribution requires full run distribution as defined and notified by Publisher and must be received 14 days prior to publication day to guarantee insertion. Thanksgiving Day preprints will invoice at Sunday CPM rates.
- Christmas Day (if applicable) or official Christmas edition as notified by Publisher requires full run distribution as defined and notified by Publisher. Christmas Day preprints will invoice at Sunday CPM rates.