DIGITAL AD SPECIFICATIONS

TABLE OF CONTENTS

For General Advertising
Information, call
612-673-4000

STARTRIBUNE.COM ONLINE MECHANICAL REQUIREMENTS

GENERAL REQUIREMENTS FOR ALL ONLINE DISPLAY ADS

- The Minnesota Star Tribune requests that all rich media creative be sent and built in HTML5.
- 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 other vendors compliant to our guidelines
- Creative must not auto-download additional media, spawn additional ads, or ask the user to download plug-ins
- The Minnesota 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 The Minnesota 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 The Minnesota Star Tribune.

FILE SIZE for all ad types
- **150K** 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)">
<img src="images/dclk.png" border=0>
</a>
```

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

```
<div onclick="window.open(window.clickTag);">
<img src="images/dclk.png" border=0>
</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 DESKTOP DISPLAY ADS

Ad Name	Dimensions	File Size*	File Type
Medium Rectangle	300 x 250	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Leaderboard	728 x 90	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Super Leaderboard	970 x 90	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Billboard	970 x 250	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Half Page Banner	300 x 600	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Portrait	300 x 1050	200k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Wide Sky	160 x 600	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
In-stream Article Banner	525 x 250	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Super Billboard	1663 x 600	300k	JPG, GIF, PNG, HTML5, or 3rd party ad tag

STARTRIBUNE.COM MOBILE, NEWSREADER APP AND NEWSLETTERS MECHANICAL REQUIREMENTS

MOBILE BROWSER

Mobile Browser	Dimensions	File Size*	File Type
Mobile Banner	320 x 50	40k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Medium Rectangle	300 x 250	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Halfpage Banner	300 x 600	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag

NEWSREADER APP

App	Dimensions	File Size*	File Type
Medium Rectangle	300 x 250	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag
Leaderboard	728 x 90	150k	JPG, GIF, PNG, HTML5, or 3rd party ad tag

Video and rich media are not allowed

NEWSLETTERS

Ad Name	Dimensions	File Size*	File Type
Medium Rectangle	300 x 250	150k	JPG, GIF or PNG
Billboard	970 x 250	150k	JPG, GIF, or PNG

Medium Rectangle and Billboard sizes are required for most newsletters. 3rd party impression and click trackers are allowed.

# STARTRIBUNE.COM ONLINE
MECHANICAL REQUIREMENTS (CONT.)

UNIQUE / PREMIUM DESKTOP DISPLAY ADS

Expanding Content Breaker

This inline ad unit starts in collapsed state then enlarges on scroll. Runs on desktop and tablet

Specs/Dimensions

|	
Expanded Area	Background: 1600 x 500 Content Safe Area: 900 x 300 While the expanded area is 1600 x 500, the most important information should be 900 x 300 to be viewable on the majority of screen sizes and displays. Animations can be outside of the 900 x 300 area, but should not be the most important information in the ad.
Collapsed Area	Background: 1600 x 100 Content Safe Area: 900 x 100 Runs on desktop and tablet
Supported Files	Photoshop: Layered, organized PSD files to allow for additional interactive animation and responsive scaling; Separate branding and messaging from background image. Images: .jpg, .png, .tif Logos: .svg, .eps Fonts: .otf, .tt
Due Date	Ads need to be created by partner, so files due no less than 10 days before the ad is to go live.
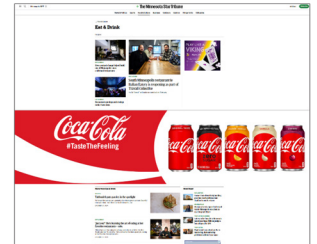
Wallpaper Ad

Ad unit that includes a collapsable Super Billboard at the top of the page, with left and right gutters positioned outside the content. Optional: 300x600 and/or 970x250 companion ads.

Specs/Dimensions

Super Billboard	Expanded Background: 1920 x 480 Content Safe Area: 1500 x 480
Collapsed	Background: 1920 x 480 Content Safe Area: 1500 x 480
Gutters	Background: 400 x 1200 Content Safe Area: 200 x 500, with 10px of empty padding on the side that will be closest to the content. *Best Practice: Keep branding and messaging in "Content Safe Area" boundaries with background separated.*
Supported Files	Photoshop: Layered, organized PSD files with breakpoints to allow for additional interactive animation and responsive scaling. Fonts: .otf .ttf
Due Date	All assets must be in hand 10 days prior to the first date of the campaign flight.
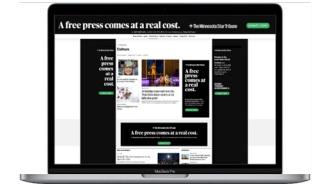
Native Ads

The various Native sponsored content ad units on the site all run off the same meta data. The way they appear on the site depends on where they run. Traditional native ads run on homepage and section fronts and blend into the content.

Required Variables	Advertiser Name Short Headline – 35 characters Headline – 80 characters Excerpt – max 300 characters Image – 252 x 168 (File size limit: 200k)
Optional Variables	Logo – should be 1:1, or square Third party impression and click trackers.
If ST Hosted Content	Required: 300 x 600 companion banner for rails Optional: 970 x 250 companion banner(s) for header and footer *Best Practice: Include 2-5 different headlines, excerpts, images.*
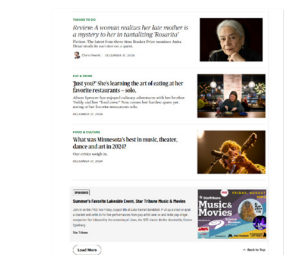
STARTRIBUNE.COM ONLINE
MECHANICAL REQUIREMENTS (CONT.)

UNIQUE / PREMIUM DESKTOP DISPLAY ADS

In-Banner Video

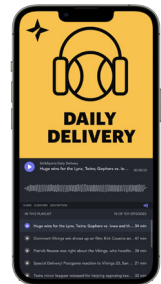|	
File Size*	3 MB
File Type	wmv, mov, mp4
Duration	Up to 30 seconds
z-index	100,000 (z-index only applies to Standard Medium Rectangle ad and Standard Halfpage ad)
Audio	Audio must be user initiated by click and requires an on/off button. Ad will load with audio turned off.
Availability	May run in Medium Rectangle ads, Halfpage ads, Billboards, and desktop overlays

Pre-Roll Video

File Size	30 MB
File Type	mp3, mp4, wmv, mov, avi (mp4 preferred)
Duration	Recommended 15 seconds.
Aspect Ratio	16:9 preferred
Quality	1080p preferred

VAST redirect URLs accepted

STREAMING AUDIO

Suggested Bitrate	160 kbps or less (we cannot encode third-party files lower than the rate at which they are set) Include both .MP3and .OGG file types in your tag. While an .OGG file type should not be used for first-party hosted audio, it should be included in your VAST/DAAST tag.
Available Spot Length	15 seconds or 30 seconds (60 seconds also available, but not recommended)
Companion Banner File Types	JPEG, PNG
Companion Banner Tracking	Should be hosted on The Trade Desk for best compatibility
Optimal File Type	MP3, M4A, WAV
Optimal Bitrate	160 kbps
Optimal Spot Length	15 seconds or 30 seconds

OTT/CTV STREAMING VIDEO

OTT/CTV Standards

Dimensions	1920 x 1200px and 1920 x 1080px
Audio Bitrate	160 kbps or higher
Video Bitrate	5.4 mbps or higher
Preferred format	mp4 (h.264)
Max video file size	200MB Limit

OTT: Over The Top – When a streaming service, such as Apple TV, is connected to your television, it is considered OTT.

CTV: Connected TV – When a streaming service, such as Apple TV, is connected to your television, PLUS mobile and tablet, it is considered CTV.

# STARTRIBUNE.COM EMAIL AND ADVANTAGE MECHANICAL REQUIREMENTS

SOLO EMAILS (ADVANTAGE AND FYI)

The Minnesota 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
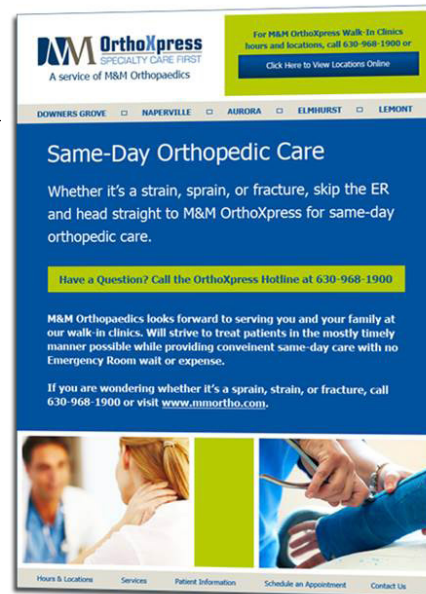
What We Need To Run Your Email:
1. HTML creative if you are designing it
2. Any image files used in the email
3. Seed list email addresses – these will be included in the list when the campaign is deployed
4. Tracking system info if you are using Google Analytics, redirects, etc.
5. Working URLs used 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: •
- 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.