P POSTMEDIA

DIGITAL
SPEC
SHEET

Postmedia offers a wide variety of digital desktop, mobile and tablet ad formats for premium exposure of advertiser messaging across our brands.

031124

DISPLAY AD FORMATS

DESKTOP

PG **PMP**

STANDARD

LEADERBOARD

728x90

Traditional Digital Ads optimized for horizontal scrolling.

BIG BOX

300x250

Traditional Digital Ads optimized for horizontal scrolling.

BILLBOARD

970x250

Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.

PREMIUM

PG **PMP** **PD**

XL BILLBOARD

1200x250

Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.

XL LEADERBOARD

1200x90

Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.

PG **PMP** **PD**

VIDEO

PRE-ROLL IN STREAM

Premium video pre-roll that plays before content. Generally found on Story pages.

FEATURE CONTENT PLAYER

Next Generation Right-Rail video player with sticky functionality for increased engagement.

ENHANCED AD EXPERIENCE

HOMEPAGE TAKEOVER

Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.

PG

POINT OF ENTRY SPONSORSHIP

Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.

PG

INTERSCROLLER

Static: 2400x1680
Animated: 1000x700

Largest Display ad size available. Next generation Wallpaper positioned in between content strategically for increased engagement.

PG

MOBILE

DISPLAY

MOBILE OPTIMIZED

BANNER
320x50 300x50

BIG BOX
300x250

TALL BLOCK
300x600

Mobile specific display ads optimized for vertical scrolling positioned strategically for best mobile performance.

PG **PMP** **PD**

MOBILE INTERSCROLLER

Static: 600x1200
Animated: 300x600

Next generation mobile wallpaper positioned in between content strategically for increased engagement.

PG

VIDEO

PRE-ROLL IN STREAM

Premium mobile video player which plays before content generally found on Story pages.

PG **PMP** **PD**

FEATURE CONTENT PLAYER

Mobile video player which loads at the bottom of Story pages for further engagement.

PG **PMP** **PD**

OUTSTREAM
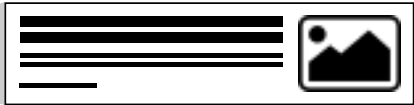
Mobile video which plays on Story pages in between content.

PG **PMP** **PD**

FOR MORE INFORMATION PLEASE VISIT **POSTMEDIASOLUTIONS.COM**   These products are available via Programmatic Channels   **PG** Programmatic Guaranteed   **PMP** Private Marketplace   **PD** Preferred Deal   **P** POSTMEDIA

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CONTENT AD FORMATS

CONTENT

CONTENT AD

675x140

In-feed ad with a similar look and feel of traditional editorial placements. Used to drive audiences to custom content on the Postmedia network as part of our content packages.

`PG` `PMP`

CONTENT

CONTENT AD

255x90

In-feed ad with a similar look and feel of traditional editorial placements. Used to drive audiences to custom content on the Postmedia network as part of our content packages.

`PG` `PMP`

SPONSORSHIP

RESOURCE CENTRE

990x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.

CONTENT MODULE

990x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to custom content on the Postmedia network.

COBRAND

300x250

Display ad that features both advertiser and Postmedia logos as well as a scrollable feed of custom content, including headlines and images.

*All sponsorship formats must be purchased as part of a custom sponsorship package.

SPONSORSHIPS

RESOURCE CENTRE

255x160

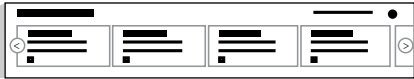Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to content on the advertiser's website.

CONTENT MODULE

255x160

Horizontal carousel ad located within the content well that features up to 8 links (images and headlines) to custom content on the Postmedia network.

COBRAND

300x250

Display ad that features both advertiser and Postmedia logos as well as a scrollable feed of custom content, including headlines and images.

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P POSTMEDIA

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CONTENT AD SPECS

CATEGORY SPONSORSHIP	CUSTOM CATEGORY	RESOURCE CENTRE (TEXT WIDGET)	CONTENT MODULE (LIST WIDGET)	SOCIAL FEED	STATIC COBRANDED AD	RSS COBRANDED AD	ASK ME ANYTHING WIDGET	CUSTOM CLIENT PROVIDED WIDGET
ADVERTISER LOGO 116x40 pixels JPEG or PNG **BRANDSELL** 970x250, 728x90, 300x250, 300x600 Pixels Refer to Display specs for creative formats, sizes that are accepted **INFEED ADS** Headline: 90 characters max Caption: 120 characters max Image size: 1000x750, 1MB max	**ADVERTISER LOGO** 60x30 pixels JPEG or PNG **BRANDSELL** 970x250, 728x90, 300x250, 300x600 Refer to Display specs for creative formats, sizes that are accepted **TITLE CHARACTER COUNT:** 52 characters max.	**AD SIZE** 990x160 (desktop), 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted **ADVERTISER LOGO** 60x30 pixels JPEG or PNG **TITLE CHARACTER COUNT** 52 characters max. Must reflect the type of content. **STORY PAGE URLs** 4 Stories Minimum	**AD SIZE** 990x160 (desktop) 255x160 (mobile) Refer to Display specs for creative formats, sizes that are accepted **TITLE CHARACTER COUNT** 52 characters max. Must include the custom category title. **STORY PAGE URLs** 4 Stories Minimum	Twiiter user name/ **Facebook page URL**	**AD SIZE** 300x600 (mobile only) 300x250 (desktop and mobile) Refer to Display specs for creative formats, sizes that are accepted **ADVERTISER LOGO** 60x30 pixels JPEG or PNG **SPONSORED STORY URLs** including custom category title (character count 52 characters max.)	**AD SIZE** 300x600 (mobile only) 300x250 (desktop and mobile) **ADVERTISER LOGO** 60x30 pixels JPEG or PNG **CUSTOM CATEGORY RSS AND TITLE** character count 52 characters max	**ADVERTISER LOGO** 100x100 Pixels JPEG or PNG	PROTECTED I FRAME

DISPLAY AD SPECS

PG PMP PD

LEADERBOARD 728x90
BILLBOARD 970x250
BIG BOX 300x250
TALL BLOCK 300x600
XL LEADERBOARD 1200X90
XL BILLBOARD 1200x250

FILE SIZE
100kb file preferred,
1mb max file size

ANIMATION
30 seconds auto,
Unlimited during interaction

Z-INDEX RANGE
0-4,999

AUDIO
User initiated on click only.
If using audio, functioning on/off button
required. Volume control optional.

VIDEO
30 fps max

GENERAL
Accepted .jpg, .jpeg, .gif, .png
HTML creative must be self-contained
OR third party hosted. To check your
HTML5 ad for compliance, please use
Google's HTML5 VALIDATOR

EXPANDING LEADERBOARD 728x90
EXPANDING BILLBOARD 970x250
EXPANDING BIG BOX 300x250
EXPANDING TALL BLOCK 300x600

FILE SIZE
100kb file preferred, 1mb max file size
728x90 – 728x315 expanded size
970x250 – 970x500 expanded size
300x250 – 600x250 expanded size
300x600 – 600x600 expanded size

ANIMATION
30 seconds auto,
Unlimited during interaction

Z-INDEX RANGE
5000-1,999,999

AUDIO
User initiated on click only.
If using audio, functioning on/off button
required. Volume control optional.

VIDEO
30 fps max

GENERAL
Expandable only on user interaction.
If expanding on click, retract with
"Close X" box.
"Close X" button top right,
Arial 12pt(Word) or 16pt(Flash)

PG PMP PD

IN-BANNER VIDEO
(VIDEO WITHIN AN AD UNIT)
LEADERBOARD 728x90
BILLBOARD 970x250
BIG BOX 300x250
TALL BLOCK 300x600

FILE SIZE
These units may expand; see
expandable specifications.
Max initial load: 40k;
max polite load: 100k

ANIMATION
30 secs or less; unlimited user interaction

Z-INDEX RANGE
0-4,999

AUDIO
Must be user-initiated
(on click; mute/ unmute);
default state is muted.

VIDEO
30 fps max

GENERAL
Controls necessary: Play, Pause,
Mute (and/or volume to 0)
Note: A close button is not required as
the video resides within the ad unit
728x90 Must provide a standard jpeg/gif
image backup file (40K or less)
970x250 5-7 days business days
minimum for testing and execution

PG PMP PD

VIDEO
(IN STREAM)

FILE SIZE
300mb max file size

ANIMATION
Skippable = 6 minute max.
Skip button enabled at 5 second mark.
Non-Skip = 15 seconds max.
** 6 second max preroll
preferred for MOBILE **

Z-INDEX RANGE
0-4,999

AUDIO
max bitrate: 192kbps, 44kHz, stereo CBR
min bitrate: 128kbps,44kHz, stereo CBR

VIDEO
30 fps max

GENERAL
QuickTime(.mov), .avi, .mpg, .wmv, .flv, .mp4,
.mpegs, 3GPP, WebM, DNxHR, ProRes,
CineForm, HEVC (h265)
Codecs accepted: mpeg2, wmv, H.264/aac,
mpeg 4 **NO VPAID OR VAST WRAPPERS
ACCEPTED** VAST 2.0 or higher preferred.
VAST 3.0 required for skippable video.
Tags must NOT have geo, browser, or any other
targeting on the 3rd party end.
To check your VAST tag for compliance, please
use the VAST TAG INSPECTOR
**Tags accepted from certified 3rd parties ONLY:
DBM, comScore, DoubleVerify, IAS, MOAT,
Nielsen, Kantar, and Research Now**

PG PMP PD

VIDEO
(OUT STREAM)

FILE SIZE
300mb max file size

ANIMATION
30 second max duration

Z-INDEX RANGE
0-4,999

AUDIO
May play automatically
max bitrate: 192kbps, 44kHz, stereo CBR
min bitrate: 128kbps,44kHz, stereo CBR

VIDEO
30 fps max

GENERAL
QuickTime(.mov), .avi, .mpg, .wmv, .flv, .mp4
Codecs accepted:
mpeg2, wmv, H.264/aac, mpeg 4
300mb max file size 30 second max duration
0-4,999 **NO VPAID ACCEPTED**
VAST 2.0 or higher preferred.
To check your VAST tag for compliance,
please use the VAST TAG INSPECTOR

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DISPLAY AD SPECS CONTINUED

PG **PMP** **PD**			
MOBILE OPTIMIZED SITE **BANNER** 300x50 **BIG BOX** 300x250 **TALL BLOCK** 300x600	**MOBILE APP** **BIG BOX** 300x250 **FULL PAGE PRE-APP INTERSTITIAL**	**TABLET APP** (VIDEO WITHIN AN AD UNIT) **BIG BOX** 300x250 **FULL PAGE PRE-APP INTERSTITIAL**	**INTERSCROLLER** DESKTOP/TABLET/MOBILE
			FILE SIZE Static: 2400x1680 (L), 600x1200 (P) Animated: 1000x700 (L), 300x600 (P) 100kb file preferred, 1mb max file size Solid HEX# colour code required for both static and animated background
FILE SIZE 300x50 / 320x50 (50 KB) 300x250 (150KB) 300x600 (200KB) **second spot only**	**FILE SIZE** 300x250 (40KB) 320x480 (P) (40KB)	**FILE SIZE** 300x250 (40KB) 768x1024 (P) 1024x768 (L) (150kb)	
ANIMATION 10 seconds or less	**ANIMATION** 10 seconds or less	**ANIMATION** Maximum 30 seconds	**ANIMATION** Maximum 30 seconds
Z-INDEX RANGE N/A	**Z-INDEX RANGE** N/A	**Z-INDEX RANGE** N/A	**Z-INDEX RANGE** —
AUDIO —	**AUDIO** —	**AUDIO** —	**AUDIO** —
VIDEO —	**VIDEO** —	**VIDEO** —	**VIDEO** —
GENERAL Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tag. Static GIFs preferred over animated GIFs. Animated GIFs should follow KB size limits. NO FLASH ACCEPTED. If animated 3 loops/iterations with a maximum play time of 15 seconds..	**GENERAL** Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tags.Static GIFs preferred over animated GIFs. Animated GIFs should follow KB size limits. NO FLASH ACCEPTED. If animated 3 loops/iterations with a maximum play time of 15 seconds.	**GENERAL** Supported formats are GIF, JPEG, PNG and vendor approved 3rd party tags. NO FLASH ACCEPTED. No close or 'x' button. The reader will swipe the ads in and out. Must use specific HMTL coding for clickthrough, example: Google.ca Hyperlink Or <input type="button" onclick="window.open('http://www.cnn.com/', 'CNN', 'status=yes');" value="CNN.com Button">.	**GENERAL** Accepted Static - .jpg, .jpeg, .gif, .png / Animated - .gif files only **Creative MUST use a single solid colour background** Provide HEX# colour code for background colour bleed No HTML5 or 3rd party creative tags, click and impression tracking URLs allowed.

FOR MORE INFORMATION PLEASE VISIT **POSTMEDIASOLUTIONS.COM**   These products are available via Programmatic Channels   **PG** Programmatic Guaranteed   **PMP** Private Marketplace   **PD** Preferred Deal   **P** POSTMEDIA

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DISPLAY AD SPECS – APPLE NEWS

BIG BOX 300x250	**BILLBOARD** 970X250	**LEADERBOARD** 728X90	**TALL BLOCK** 300x600	**BANNER** 300x50
FILE SIZE 300x250 (150KB)	**FILE SIZE** 970x250 (200kb)	**FILE SIZE** 728x90 (150kb)	**FILE SIZE** 300x600 (200KB)	**FILE SIZE** 300x50 (50 KB)
ANIMATION 30 seconds auto Unlimited during interaction	**ANIMATION** 30 seconds auto Unlimited during interaction	**ANIMATION** 30 seconds auto Unlimited during interaction	**ANIMATION** 30 seconds auto Unlimited during interaction	**ANIMATION** 30 seconds auto Unlimited during interaction
Z-INDEX RANGE N/A	**Z-INDEX RANGE** N/A	**Z-INDEX RANGE** N/A	**Z-INDEX RANGE** N/A	**Z-INDEX RANGE** N/A
AUDIO N/A Expandable: Two-part expand only, No custom close.	**AUDIO** N/A Expandable: Two-part expand only, No custom close.	**AUDIO** N/A Expandable: Two-part expand only, No custom close.	**AUDIO** N/A Expandable: Two-part expand only, No custom close.	**AUDIO** N/A Expandable: Two-part expand only, No custom close.
GENERAL Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.	**GENERAL** Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.	**GENERAL** Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.	**GENERAL** Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.	**GENERAL** Accepted .jpg, .jpeg, .gif, .png HTML creative must be self-contained OR third party hosted. **Tags accepted from certified 3rd parties ONLY: Bonzai, Celtra, Dianomi, Google Campaign Manager, Polar, and ResponsiveAds** URLs must use HTTPS protocol No iFrames, SSL compliant All clicks using MRAID.open() or No fourth-party tracking All ads are to spec in portrait and landscape mode.

DISPLAY ENHANCED AD EXPERIENCE

Postmedia Solutions combines premium reader content with enhanced ad experience opportunities to **increase viewability** of your marketing message and **drive results**. This high-impact offering provides **exceptional placement** on Postmedia desktop and mobile sites that **demand consumer attention** and get your advertising noticed.

ENHANCED AD EXPERIENCE OPPORTUNTIES:

- **HOMEPAGE TAKE OVER:** This maximum exposure package allows your brand to dominate the premium ad units on targeted Postmedia site (or sites) for a 24-hour period with geo, day-parting and audience segmentation opportunities.

- **POINT OF ENTRY:** Your brand is seen first with this targeted opportunity that showcases your message with 100% share of voice above the fold at the consumer point of entry on the Postmedia network.

- **INTERSCROLLER:** Let your creative take over with a high-impact placement that demands attention by expanding your ad to fill the screen as people scroll through Postmedia content.

Build Brand Awareness

Target your customers with the right message at the right time.

Target Ideal Audience

Connect through any of Postmedia's 120+ print and digital brands across Canada.

First Party Data

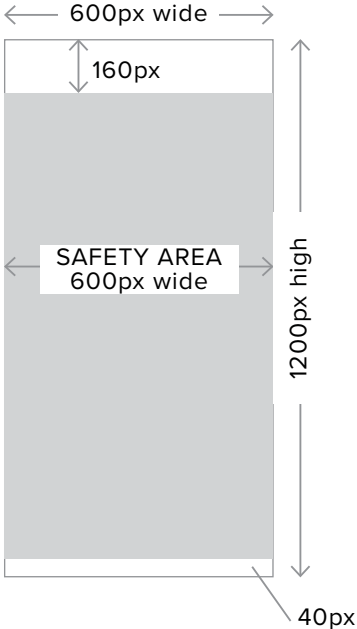Leverage Postmedia's proprietary first-party data to reach your customers.

INTERSCROLLER - STATIC

This document provides an overview of the specs as well as proper format for file delivery.

REQUIREMENTS:

2400x1680 creative will be seen by Desktop and Tablet (Landscape) screens.

600x1200 creative will be seen by Mobile and Tablet (Portrait) screens.

Creative should use a solid background colour. **HEX colour code must be supplied along with files for creative bleed edges.**

Fitting essential creative messaging within the safe area is at the discretion of the client/agency.

Two JPEG files – 2400x1680 and 600x1200 (Max file size is 1 MB per file).

Must be received by Postmedia 5 days prior to live date for testing and revisions.

SPECS

DESKTOP/TABLET (LANDSCAPE)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (2400x1680px)

2400px wide

520px

SAFETY AREA
2400px wide
x 840px high

1680px high

320px

MOBILE/TABLET (PORTRAIT)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (600x1200px)

600px wide

160px

SAFETY AREA
600px wide

1200px high

40px

FORMAT FOR FILE DELIVERY:
When saving the JPEG files, please follow the naming conventions

Desktop/Tablet (Landscape):
SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 2400x1680.JPG
(eg. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 2400x1680.jpg)

Mobile/Tablet (Portrait):
SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 600x1200.JPG
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 600x1200.jpg)

INTERSCROLLER - ANIMATED

This document provides an overview of the specs as well as proper format for file delivery. Please refer to our photoshop files to simply build your interscroller.

REQUIREMENTS:

1000x700 creative will be seen by Desktop and Tablet (Landscape) screens.

300x600 creative will be seen by Mobile and Tablet (Portrait) screens.

Creative should be animated GIF files only - maximum 30 seconds, NO HTML5 or 3rd party creative tags.
Click & impression tracking URLs allowed.
Solid HEX# colour code must be provided for background.

Fitting essential creative messaging within the safe area is at the discretion of the client/agency.

Two GIF files –
1000x700 and 300x600
(1000KB max file size).

Must be received by Postmedia 5 days prior to live date for testing and revisions.

Creatives must meet AODA compliance.

DESKTOP/TABLET (LANDSCAPE)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (1000x700px)
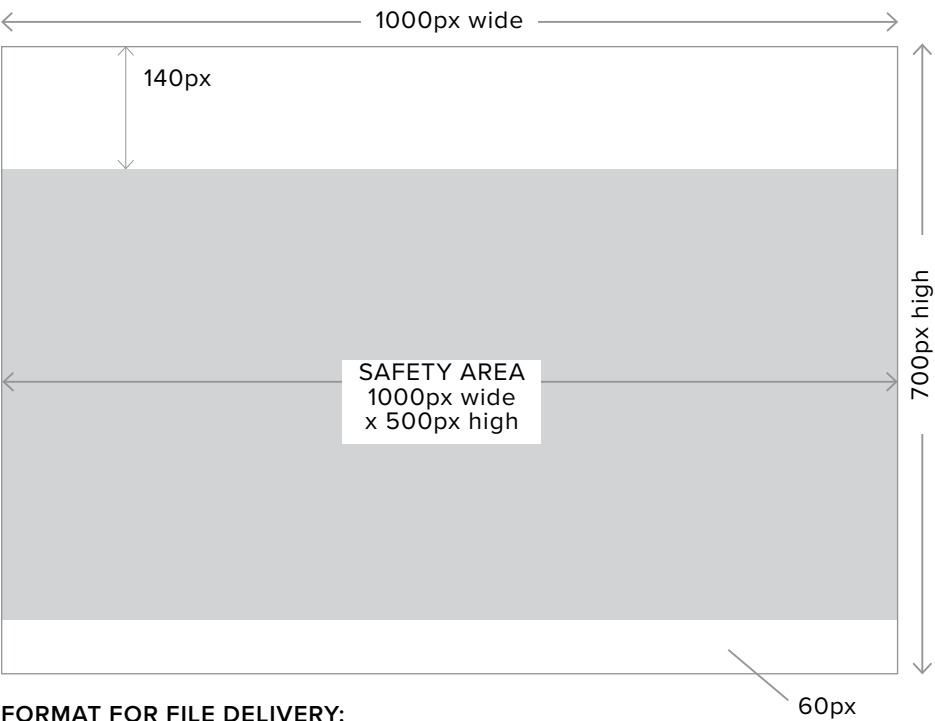
1000px wide

140px

700px high

SAFETY AREA
1000px wide
x 500px high

60px

MOBILE/TABLET (PORTRAIT)

You should design your creative with a buffer at the top and bottom to accommodate for the scroll. Ad Size (300x600px)

300px wide

60px

600px high

SAFETY AREA
300px wide

20px

FORMAT FOR FILE DELIVERY:
When saving the JPEG files, please follow the naming conventions

Desktop/Tablet (Landscape):
SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 1000x700.GIF
(eg. WINTER SALE STAPLES CANADA - FEB 7 2023 - INTERSCROLLER 1000x700.gif)

Mobile/Tablet (Portrait):
SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 300x600.GIF
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2023 - INTERSCROLLER 300x600.gif)

HTML5 SUBMISSION GUIDELINES

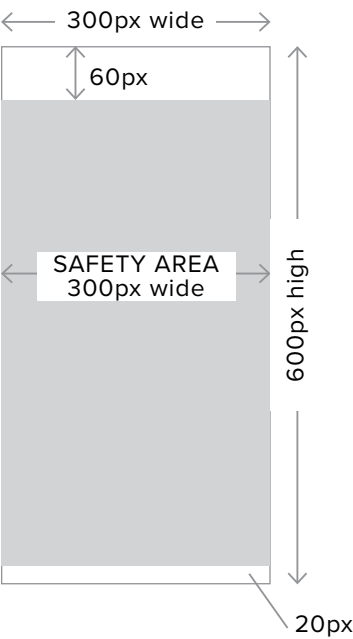|	THIRD PARTY HOSTING	DOUBLECLICK CAMPAIGN MANAGER	SELF-CONTAINED	HTML5 BUNDLE
CREATIVE FORMAT	The HTML5 creative will be stored on a 3rd party server. Provided to Postmedia as 3rd party ad tag.	A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Manager.	A self-contained HTML5 snippet. Provided to Postmedia as single HTML5 file. Must be less than 1,000KB	A compressed file containing all HTML and supporting assets. Provided to Postmedia as compressed zip bundle. Must be less than 1,000KB

To test the compatibility of your HTML5 ad before submission, we recommend running it through Google's **HTML5 Validator** tool **HERE**

SOFTWARE USED	WHAT TO SUBMIT	SUMMARY OF STEPS	MORE DETAILS	NOTES
GOOGLE WEB DESIGNER **Preferred	**ZIP file** containing .html file and all .js, .css, and image assets, plus a static **BACKUP** .gif or .jpg file	1. Create an Exit button 2. Make sure the Exit has an ID 3. Apply a clickthrough URL 4. Publish locally 5. Submit the resulting .zip for trafficking	**CLICK HERE** to learn how to add an exit button in Google Web Designer	*HTML files must be received 5 days prior to run date for testing and execution
ADOBE EDGE ANIMATE **Limited support	**ZIP file** containing .html file and all .js, .css, and image assets, plus a static **ZIP file** .gif or .jpg file	1. Add Studio Enabler 2. Create an Exit button 3. Adjust Publisher settings 4. Publish the project 5. Create a .zip archive of the resulted "web" folder and submit for trafficking	**CLICK HERE** to learn how to add Studio Enabler to your Edge project, and adjust the Publish settings	*HTML files must be received 5 days prior to run date for testing, execution, and submission of revised material if necessary *RESULTS USING THIS SOFTWARE ARE NOT GUARANTEED
TUMULT HYPE **Limited support	**ZIP file** containing .html file and all .js, .css, and image assets, plus a static **ZIP file** .gif or .jpg file	1. Add Studio Enabler 2. Add the Polite Load listener 3. Create an Exit button 4. Export to HTML 5. Create a .zip archive of the exported folder and submit for trafficking	**CLICK HERE** to learn how to add Studio Enabler, Polite LOad, and Exit to your Hype document	*HTML files must be received 5 days prior to run date for testing, execution, and submission of revised material if necessary *RESULTS USING THIS SOFTWARE ARE NOT GUARANTEED

ADDITIONAL INFO

CREATIVES NOT COMPLIANT WITH ONE OF THE ABOVE MUST BE SUBMITTED AS THIRD PARTY AD TAGS. Postmedia is not responsible for the costs associated with third-party hosting.

All HTML5 creatives **MUST** have a valid ClickTag or Exit function. For additional support please refer to the **DoubleClick Help** article **HERE. PLEASE NOTE THAT ALL HTML ASSETS REQUIRE EXTERNAL HOSTING.**

EMAIL MARKETING SPECS

E-NEWSLETTER
LEADERBOARD 728x90
BIG BOX 300x250

EBLAST
600x400 PIXELS

FILE SIZE
100kb file preferred, 1mb max file size

ANIMATION
30 seconds auto
Unlimited during interaction
(Animated GIF required)

Z-INDEX RANGE
0-4,999

GENERAL
Accepted .jpg, .jpeg, .gif, .png

Below provides an overview of the specs
as well as proper format for file delivery.
It is extremely important that your eblast meets AODA
(Accessibility for Ontarians with Disabilities Act)
compliancy as penalties are quite substantial.

On average, the top 600px by 400px
are immediately viewable.
This area should be utilized for showing
attention-grabbing headers and/or hero images.
Headline text is allowed but should only cover
20% of the full image area. 600px wide or 598px
if a 1px border is present on either side

**IMMEDIATELY
VIEWABLE AREA
600 x 400**

any height

CTA

FOOTER

any height

600px wide

SPECS

SUBJECT LINE Must be descriptive

SIZE Adhere HTML5 file to maximum width of 600

ORDER It's important for all your subscribers to be able to view your content in a logical order no matter what device they're using, but it's especially vital for people who use screen readers

ALL COPY MUST BE LIVE HTML TEXT Subscribers who use a screen reader, or have images blocked in their email client, will not see information in images. Make sure the most critical content in your message is presented in text

FONTS Use web fonts whenever possible at a minimum of 16pt

IMAGES Optimize JPG, GIF or PNG file sizes for quick load times, maximum 1MB per eblast. If there is text in your image it will not be accessible by screen readers

RESPONSIVE Images and text must be legible when on mobile and accommodate for all screen sizes and ratios

USE EFFECTIVE COLOUR CONTRAST it is generally a good design choice, but it's especially important for people with color blindness

CTA BUTTON Use one clear button which is easy to click

FOOTER Include the physical address of business, unsubscribe link, legal verbiage, support links and social networks as appropriate

HEADLINE WITHIN VIEWABLE AREA ✓

MAIN IMAGE WITHIN VIEWABLE AREA ✓
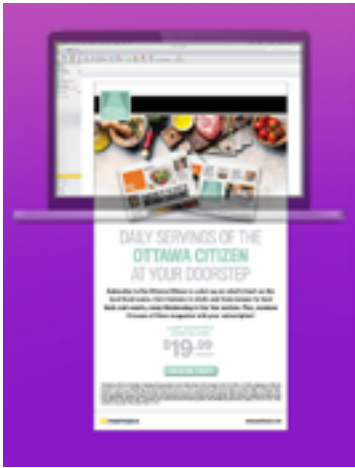
DOOH CREATIVE SPECS - CANADA

IMPORTANT SPEC INFORMATION:

Static: JPG
Video: MOV or MP4
Max File Size (Static): 10MB
Max File Size (Video): 50MB
Static Color Space: RGB and CMYK

All creative is subject to media owner approval and may get rejected based on category restriction / content.

PARENT VENUE	CHILD VENUE	SPECS	LANGUAGE(S)	STATIC (10MB)	VIDEO (50MB)	VIDEO DURATION	VIDEO W/AUDIO	NOTES
EDUCATION	COLLEGES AND UNIVERSITIES	1920x1080 (16:9)	English & French	✓	✓	:15	✓	
ENTERTAINMENT	HOTELS	1920x1080	English	✓	✓	:06, :10, :15, :30	X	
	BARS	1920x1080 (16:9)	English & French	✓	✓	:15	Varies	
		1080x1920 (9:16)	English & French	✓	✓	:05, :10, :15, :20, :30	✓	
	RECREATIONAL LOCATIONS	1920x1080 (16:9)	English	✓	✓	:15, :30	X	
	SPORTS ENTERTAINMENT	1920x1080 (16:9)	English	✓	✓	:15 or :30	X	
	CASUAL DINING	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	X	
		1080x1920 (9:16)	English & French	✓	✓	:05, :10, :15, :20, :30	✓	
GOVERNMENT	DMV	1920x1080 (16:9)	English & French	✓	✓	:15	X	Requires BOTH English and French creative
HEALTH AND BEAUTY	GYMS	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	Varies	
	SALONS	1920x1080 (16:9)	English & French	✓	✓	:15	✓	
OFFICE BUILDINGS	OFFICE BUILDINGS	1920x1080 (16:9) 1024x576, 1280x960, 740x416, 448x252	English & French	✓	✓	:15 or :30	X	

DOOH CREATIVE SPECS - CANADA

PARENT VENUE	CHILD VENUE	SPECS	LANGUAGE(S)	STATIC (10MB)	VIDEO (50MB)	VIDEO DURATION	VIDEO W/AUDIO	NOTES
OUTDOOR	BILLBOARDS	1920x1080 (16:9) 368x176, 1664x832, 1152x576, 1056x288, 1088x320, 624x288, 1400x400, 1920x1080	English & French	✓	✓	Varies	X	Specs and video availabilty vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
	BUS SHELTERS	2160x3840 1080x1920	English & French	✓	X	X	X	
	URBAN PANELS	1080x1920 (9:16)	English & French	✓	X	X	X	
POINT OF CARE	DOCTORS OFFICES	1920x1080 (16:9)	English & French	✓	✓	:15, :20	X	
RESIDENTIAL	APARTMENT BUILDINGS	960x700	English & French	✓	✓	Varies	X	Specs and video availabilty vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
		1920x1080 (16:9)	English & French	✓	✓		X	
		1280x960	English & French	✓	✓		X	
		1024x576	English & French	✓	✓		X	
RETAIL	CONVENIENCE STORES	1080x1920 (9:16)	English & French	✓	X	X	X	
		1920x1080 (9x16)	English & French	✓	✓	:15 or :30	Varies	
	GAS STATIONS	1920x1080 (16:9)	French	✓	✓	:15	X	Québec only
	MALLS	1080x1920 (9:16)	English & French	✓	✓	Varies	X	Specs and video availabilty vary by screen - please refer to the DSP or reach out to your Vistar PM for exact required specs
		1920x1080 (16:9)	French	✓	✓		X	
		1920x540	English & French	✓	✓		X	
		5120x720	English & French	✓	✓		X	
	LIQUOR STORES	1920x1080 (16:9)	English & French	✓	✓	:15 or :30	✓	
TRANSIT	AIRPORTS	1920x1080 (16:9)	English & French	✓	✓	:15	X	
	SUBWAY	1080x1920 (9:16)	French	✓	✓	:15	X	
		1920x1080 (16:9) 1200x675 1350x759	English & French	✓	✓	:15	X	
	TAXI AND RIDESHARE TV	1920x1080 (16:9)	English	✓	✓	:06, :10, :15, :30	✓	