

2017

PRINT & DIGITAL

SPECS

The Inquirer
DAILY NEWS philly.com



CONTACT INFORMATION

THE PHILADELPHIA INQUIRER / PHILADELPHIA DAILY NEWS
Published by Philadelphia Media Network (PMN)
801 Market Street, Suite 300, Philadelphia, PA 19107
215-854-5450

The Advertising Checking Bureau, Inc.
AP/Ad Send (Address to: PAPHQ)

U.S. POSTAL SERVICE MAIL AND PACKAGES
The Philadelphia Inquirer/The Philadelphia Daily News
P.O. Box 8263, Philadelphia, PA 19107
Attn: General Advertising Department

SPECIAL CARRIER MAIL AND PACKAGES
The Philadelphia Inquirer/The Philadelphia Daily News
801 Market Street, Suite 300, Philadelphia, PA 19107
Special Carrier mail and packages will be accepted by front
security desk from 8am to 5pm Monday through Friday

FOR GENERAL AND RETAIL ADVERTISING INFORMATION
Please call 215-854-5450 or fax 610-292-6151

CONTACT
advertisingrequests@phillynews.com

CHIEF REVENUE AND MARKETING OFFICER
Fred Groser
☎ 215-854-5505 ✉ FGroser@philly.com

VICE PRESIDENT NATIONAL/DIGITAL ADVERTISING
Dan Sarko
☎ 215-854-2243 ✉ DSarko@philly.com

VICE PRESIDENT OF LOCAL ADVERTISING
Tony Cuffie
☎ 215-854-5542 ✉ TCuffie@philly.com

POLICY

Approval

In order to maintain the integrity of our publications, all advertising is subject to approval and acceptance by The Philadelphia Inquirer/The Philadelphia Daily News. We have the right to reject/cancel any advertisement at any time, even if it was acknowledged and accepted for publication.

Copyright

Advertiser agrees that the advertisement as it appears in The Philadelphia Inquirer/The Philadelphia Daily News/Philly.com will become the property of PMN and hereby assigns all ownership interest in the advertisement, under the Copyright Act or otherwise, to PMN. Unless otherwise notified by PMN, advertiser is granted a license to place the ads in other media. Advertiser authorizes PMN to bring suit in its discretion and at its expense for any unauthorized use, reproduction, display or distribution of the advertisement as it appears in The Philadelphia Inquirer/The Philadelphia Daily News or for its unauthorized alteration.

Measurement

When placing your order for advertising, please be sure to designate the width in columns and the depth in inches. We will publish and bill you for the exact space you order (subject to the retail minimum depth requirements).

The measurement is made from cut-off rule to cut-off rule. PMN may change the width of the columns in its newspapers from time to time, for any reason, including but not limited to a redesign of its newspapers, or changes in industry-standard specifications.

General Rates Apply

General rates apply to all display advertising of manufacturers, distributors, and wholesalers of products or services, to the display advertising of insurance, magazine, and newspaper publishers, public policy, public utilities, TV, radio, and communication companies, technology, transportation (airlines, land and airfreight, bus lines, railroads, transportation rental companies, cruise lines, etc.), and the retail business of manufacturers, distributors, and wholesalers of products or services

General rates apply to the display advertising of advertising agencies, associations, stock brokers and other financial services. Road shows, lectures, seminars, circus, concerts, hotel showroom sales and other applicable advertising of a transient nature is charged at the open general rate, full or part run.

Liability and Error Allowances

The advertiser and/or advertising agency assumes liability for all content (including, but not limited to, text and illustrations) of advertisements published, and also assumes responsibility for payment of all costs, expenses (including attorney's fees), liabilities and damages arising therefrom against PMN.

PMN will not be liable for failure to publish any advertising for any reason including, but not limited to, strikes, labor disputes, government action, acts of God, war, fire, riots, breakdown of equipment, or any other circumstances. Under no circumstances will PMN be liable for consequential damages of any kind (including actual or consequential damages) or for errors of any kind in an advertisement, including those errors caused by it, except for the cost of the space occupied by the error.

Claims for error allowances must be made within 15 days after the advertisement's insertion and will be granted on the basis of the first insertion only.

Any claims or other legal action brought against PMN by the advertiser or the advertising agency shall be brought only in the United States Court for the Eastern District of Pennsylvania or the Philadelphia County Court of Common Pleas. Pennsylvania law shall govern.

Advertiser agrees to indemnify, defend and hold harmless PMN, together with PMN's affiliates, and their respective owners, partners, members, directors, officers, employees, agents and assigns (each, an "PMN Party"), from and against any and all damages, claims, demands and expenses (including but not limited to attorneys fees) brought against or incurred by any PMN Party arising out of or in connection with the publication of Advertiser's advertising by or through PMN and/or its publications.

Disclosure

Any references to PMN shall be construed as Philadelphia Media Network, LLC, which does business under the name PMN.

Agency and Advertiser Orders

Advertisements that bear resemblance to news or editorial matter must be labeled as "Advertisement" above every other column and text to be set in sans serif font. Any orders received that contain rates different from the current published rates will be considered clerical errors. Due to the daily volume of advertising, we are unable to notify you of rate differences before your advertisement is published. All orders, cancellations and corrections must be provided in writing. Disclaimer of liability clauses in orders or contracts from advertisers or advertising agencies shall be deemed void.

Rate Revisions

We reserve the right to revise advertising rates, terms and policies at any time. Contract advertisers, or their

POLICY

agencies, will be given 30 days' notice in writing of rate revisions. All advertisements scheduled to run on Thanksgiving Day will be billed at the rate applicable to Sunday Editions.

Printing Material

We are not responsible for the return of advertising material unless return delivery instructions and adequate postage are received with the material. Under no circumstances will PMN be liable for damages of any kind (including actual and consequential damages) in the event of damage to such advertising material.

Position Requests

You may request positioning on any page; however, all decisions regarding positions remain at our option and are not guaranteed. We cannot acknowledge any claim for an adjustment, a refund, or a reinsertion due to the position in which an advertisement has been published.

Contracts

To be eligible for contract rates, you must sign an advertising agreement prepared by PMN. Other than as specifically described in this rate book, no other discounts or rebates shall apply.

If you use less than the spending level specified in the contract, you will be obliged to pay for the space used, at the rate earned, based on the applicable schedule. If you incur such short rate charges or if PMN reasonably believes you will incur such short rate charges, PMN may bill, at its discretion, its good-faith estimate of the short rate charges on a monthly basis.

We do not back-date contracts beyond a 30-day period. "Rerun" or "make good" space will not be counted toward fulfillment of advertising contract requirements.

Contracts are not transferable or assignable in whole or in part without the prior written consent of PMN.

A transfer includes any change of control in which the shareholders or partners of an advertiser as of the date of the contract no longer exercise control over at least 50.1% of the advertiser, based on stock ownership or otherwise.

Advertisements accepted and printed after a transfer or assignment shall not signify the consent of PMN to the transfer or assignment and shall be billed at the non-contract rates in effect at insertion.

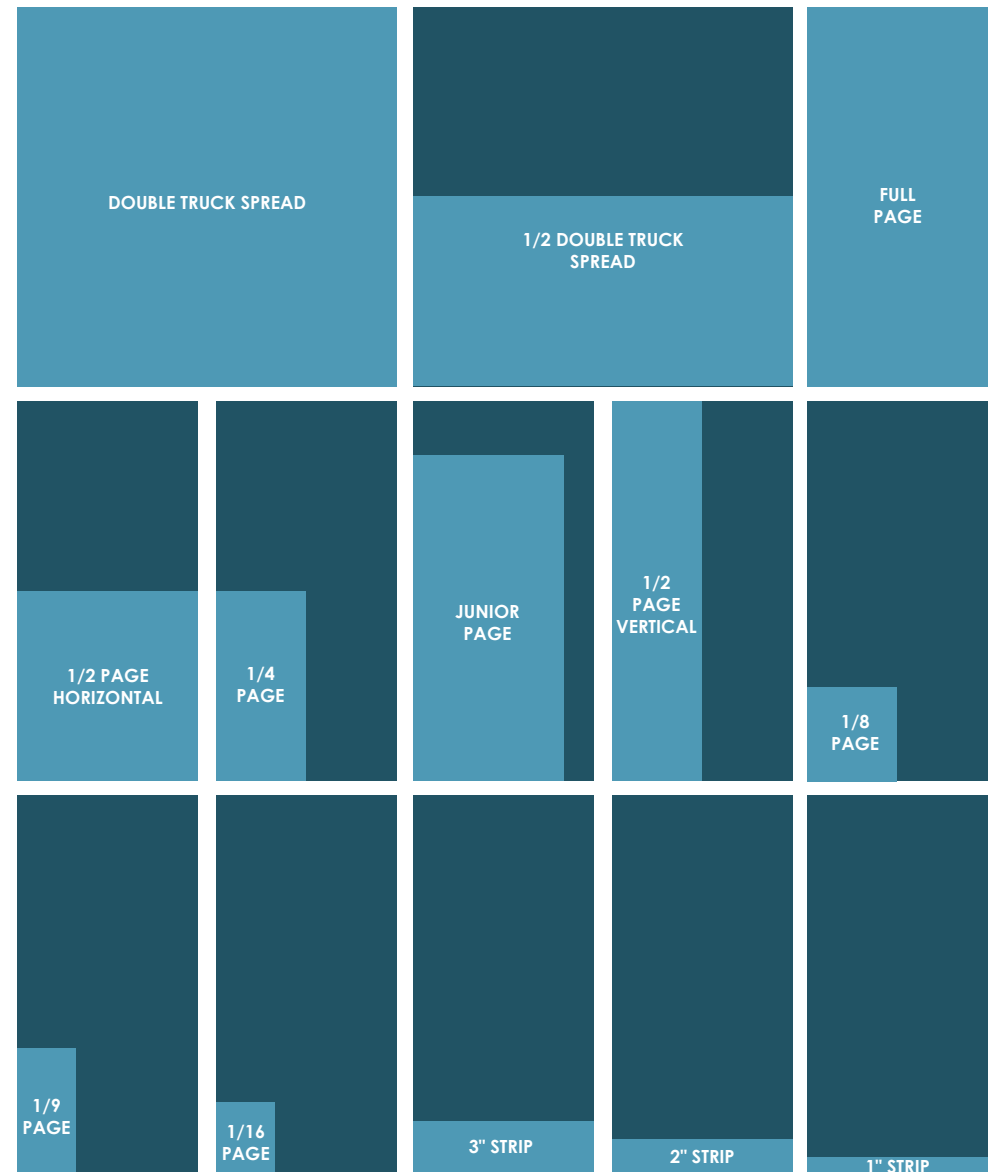
PRINT SPECS

The Philadelphia Inquirer

STANDARD BROADSHEET PRINT AD UNITS		
SIZE	COLUMNS X INCHES	SPECS
DOUBLE TRUCK SPREAD	13 x 21	21" x 21"
1/2 DOUBLE TRUCK SPREAD	13 x 10.5	21" x 10.5"
FULL PAGE	6 x 21	10" x 21"
JUNIOR PAGE	5 x 18	8.315" x 18"
1/2 PAGE VERTICAL	3 x 21	4.944" x 21"
1/2 PAGE HORIZONTAL	6 x 10.5	10" x 10.5"
1/4 PAGE	3 x 10.5	4.944" x 10.5"
1/8 PAGE	3 x 5.25	4.944" x 5.25"
1/9 PAGE	2 x 7	3.259" x 7"
1/16 PAGE	2 x 4	3.259" x 4"
3" STRIP	6 x 3	10" x 3"
2" STRIP	6 x 2	10" x 2"
1" STRIP	6 x 1	10" x 1"

MECHANICALS*		
COLUMN	POINTS	INCHES
1	113.33	1.574"
2	234.67	3.259"
3	356	4.944"
4	477.33	6.630"
5	598.67	8.315"
6	720	10"
GUTTER	8	0.111"
DOUBLE TRUCK	1572	21"
PAGE DEPTH		
AGATE	POINTS	INCHES
294	1512	21"

* Display Ad Depth Requirements: Copy exceeding 18" deep must occupy and will be billed full column depth of 21". Copy will be centered in space.

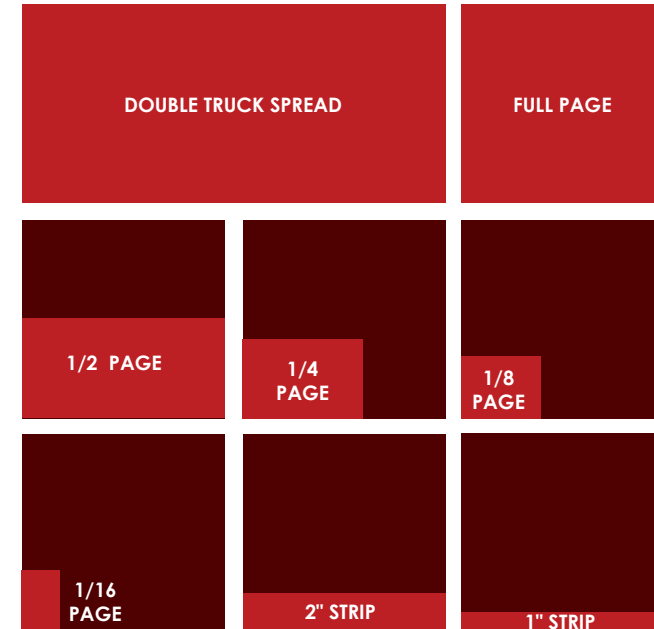


PRINT SPECS

Daily News

STANDARD TABLOID PRINT AD UNITS		
SIZE	COLUMNS X INCHES	SPECS
DOUBLE TRUCK SPREAD	11 x 10	21.306" x 10"
FULL PAGE	5 x 10	10.194" x 10"
1/2 PAGE	5 x 5	10.194" x 5"
1/4 PAGE	3 x 4	6.056" x 4"
1/8 PAGE	2 x 3.125	3.986" x 3.125"
1/16 PAGE	1 x 3.125	1.917" x 3.125"
2" STRIP	5 x 2	10.194" x 2"
1" STRIP	5 x 1	10.194" x 1"

MECHANICALS*		
COLUMN	POINTS	INCHES
1	138	1.917"
2	287	3.986"
3	436	6.056"
4	585	8.125"
5	734	10.194"
GUTTER	11	0.153"
DOUBLE TRUCK	1534	21.306"
PAGE DEPTH		
AGATE	POINTS	INCHES
140	720	10"



* Display Ad Deadline Requirements: Copy exceeding 9" deep must occupy and will be billed full column depth of 10". Copy will be centered in space.

PREPRINTS

Preprints

Philadelphia Media Network offers preprint distribution in The Philadelphia Inquirer, The Philadelphia Daily News, Shoppers Express and all Broad Street Media publications. Preprint distribution varies by product and is available by ZIP code and ZIP code clusters in select markets. Quarterly, PMN provides updated estimates of preprint quantities required for distribution. PMN net preprint rates are based on the cost per thousand (CPM) of the quantity ordered by the advertiser.

The Philadelphia Inquirer – offers preprint distribution on Tuesday, Thursday, Friday and Sunday.

The Daily News – provides preprint distribution weekly on Thursday.

Shoppers Express – Philadelphia Media Network publishes a weekly non-subscriber product entitled Shoppers Express. This publication is carrier-delivered to approximately 200,000 homes on Saturday and Sunday. Shoppers Express distribution is non-duplicated and provides a one-stop shop method of executing an extended reach ad buy to non-subscribers of The Philadelphia Inquirer.

Broad Street Media – Preprint distribution is also available in the following Broad Street Media publications: NorthEast Times, The Wire, Star, Philadelphia Weekly and South Philly Review. Published on a weekly basis, these publications extend your preprint reach beyond the PMN audience with minimal duplication. For more information about these publications, contact your Account Manager.

Preprint Ordering & Deadlines

Deadline for reservations and cancellation is noon, 25 days prior to issue date. Deadline for delivery of preprints is no less than 10-days prior to issue date, but no more than 16 days prior. Signed preprint frequency contracts must be on file with PMN in order for frequency discounts.

Preprint sizes:

Minimum Dimensions: 8" x 6"

Maximum Dimensions: 11" x 10"

Minimum Dimensions



Maximum Dimensions



PREPRINTS

We Print Sections (minimum 6-page tabloid or 4-page standard)

Minimum Stock Thickness:	.003"/page
Fold Edge:	minimum 8" width maximum 11" width
Cut Edge:	minimum 6" width maximum 10" width

Single Sheet With Flap Or Four Pages

Minimum Stock Thickness:	.007"/page**
Fold Edge:	minimum 8" width maximum 11" width
Cut Edge:	minimum 6" width maximum 10" width

Single Sheet Cards

Minimum Stock Thickness:	.007"/page**
Minimum Dimensions:	8" x 6"
Maximum Dimensions:	11"x 10"

Envelopes, Consumer Sample Packets, Coupon Packets, Perforated Cards, Die-Cut Preprints, Etc.

All should be submitted for evaluation and testing. A sample quantity of 150 pieces must be furnished for a test run. The advertiser agrees to accept any unanticipated extra costs that may be incurred in handling these special supplements.

Recommended Spoilage: Single Sheet Cards & Multiple Page Preprints

Preprint Thickness:	Daily Inquirer:	Sunday Inquirer:
.003 - .004"	10%	5%
.005"	8%	4%
.006"	5%	3%
.007" or greater	3%	2%

Identification

Individual pallets must carry a corner pallet tag visible from two sides of the pallet. The pallet tag must include the following information:

- Name of newspaper
- Supplement name
- Edition date of insertion
- Total number of supplements shipped
- Number of copies on the pallet
- Total number of pallets in the shipment
- Individual pallet number (e.g. '1' of '10' pallets)
- Total pallet weight
- Pallet tare weight
- Number of copies in each lift
- Name of printer and phone number
- Reserved space for two bar codes in the future
- Multiple versions of the same product will require
- A, B, C, D, etc. identifications

PREPRINTS

Additional Products/Services

Product Sampling:
Available Sunday home delivery copies

- Polybags
- Front page poppers

Materials Delivery Address

PMN
800 River Road (route 23)
Conshohocken, PA 19428

Materials Receiving Department: 610-292-6717

Delivery Hours

Monday through Friday: 6:30am – 1:30pm; 9:30pm – 3:30am
Saturdays: 8am – noon
Sundays: 9:30am – noon
No receiving: 12:00am – 6:00pm on the following holidays:
New Year's Day, Memorial Day, 4th of July,
Labor Day, Thanksgiving, and Christmas.

Packing & Delivery Contact

In the event of any problems pertaining to packing or delivery, the printer or carrier should contact:

Product Scheduling: 610-292-6195 (Eileen Bourque) or
610-292-6712 (Craig Hofman)

When using MapQuest, Google Maps or GPS, use the intersection Swedeland Road and Schuylkill River Road, King of Prussia, PA 19406

SPADEA SPECS

The Philadelphia Inquirer



NO BLEED:

Front Page Single

4.944" x 20.75" (4-color available)

Outside Back Page Single

10" x 21" (4-color available)

Inside Front Page Single

4.944" x 21" (black & white only)

Inside Back Page Single

10" x 21" deep (black & white only)



WITH BLEED:

Outside Wrap*

16.069" x 20.75" (4-color available)

Inside Wrap*

16.069" x 21" (black & white only)

DISPLAY AD DEADLINES

The Philadelphia Inquirer & Daily News

PUBLICATION DAY	PUBLICATION	SECTION	RESERVATION DEADLINES	COPY TO SET DEADLINE	PDF (CR) AD DEADLINE
MONDAY	THE INQUIRER	ROP	FRI. NOON	FRI. 5PM	FRI. 5PM
	DAILY NEWS	ROP	FRI. NOON	FRI. 5PM	FRI. 5PM
TUESDAY	THE INQUIRER	ROP	FRI. 5PM	FRI. 5PM	MON. NOON
	DAILY NEWS	ROP	FRI. 5PM	FRI. 5PM	MON. NOON
WEDNESDAY	THE INQUIRER	ROP	MON. NOON	MON. 5PM	TUES. NOON
	DAILY NEWS	ROP	MON. 5PM	MON. 5PM	TUES. NOON
THURSDAY	THE INQUIRER	FOOD ZONES	MON. 5PM	MON. 5PM	TUES. 5PM
		ROP	TUES. NOON	TUES. 5PM	WED. NOON
	DAILY NEWS	ROP	TUES. 5PM	TUES. 5PM	WED. NOON
FRIDAY	THE INQUIRER	ROP	WED. NOON	WED. 5PM	THURS. NOON
	DAILY NEWS	ROP	WED. 5PM	WED. 5PM	THURS. NOON
SATURDAY	THE INQUIRER	ROP	THURS. NOON	THURS. 5PM	FRI. NOON
SUNDAY*	THE INQUIRER	ENTERTAINMENT	WED. 5PM	WED. 5PM	THURS. 7PM
		BUSINESS	WED. 5PM	WED. 5PM	THURS. 7PM
		HEALTH & SCIENCE	TUE. 5PM	WED. 5PM	THURS. 7PM
		MAIN NEWS	WED. 5PM	THURS. 5PM	FRI. NOON
		TRAVEL	THURS. 5PM 10 DAYS PRIOR	FRI. 5PM 9 DAYS PRIOR	FRI. 5PM 9 DAYS PRIOR
	DAILY NEWS	ROP	THURS. NOON	THURS. 5PM	FRI. NOON

* Plus Thanksgiving

PRODUCTION SPECIFICATIONS

Production Specifications

The Philadelphia Inquirer and The Philadelphia Daily News print on offset presses.

Ad Materials

Electronic ad material for black and white and color ads are encouraged. The Philadelphia Inquirer and The Philadelphia Daily News require PDF/XIA files — the industry standard for electronic ad submission.

Type: Minimum 8-point sans serif

Dot % Aimpoints (for digital files):

Highlight: 3%
Midtone: 35%
Shadow: 85%

Resolutions:

Images: 200 dpi
Line Art: 800-1200 dpi

Color Ad Specs

Type: Minimum 12-point sans serif

Dot % Aimpoints:

	C	M	Y	K
Non-Detail Whites	0	0	0	0
Highlight	2	1	1	0
Midtone	40	30	30	5
Shadow	60	50	50	80

Resolutions:

Images: 200 dpi
Line Art: 800-1200 dpi

Max. Total Area Coverage: 240%

All color elements must be prepared as CMYK. No RGB, Pantone, Lab or Index colors. Spot Colors must be selected from The Philadelphia Inquirer and The Philadelphia Daily News Spot Color Reference Chart. Contact your sales representative for a copy.

For more ad specification information, refer to SNAP (Standards for Newspaper Ad Production, available from NAA) or our Production Specifications available from your sales representative.

Electronic Ad Delivery

The following is a quick guide to the transmission options for The Philadelphia Inquirer and The Philadelphia Daily News.

AdDesk:

A free web-based system. Also contains print specifications, electronic ad preparation information, ad sizes and deadlines.

For information, call 610-292-6019 or 610-292-6136 or go to <http://addesk.pnionline.com/>

AdSEND:

An electronic delivery service offered by AdSEND. AdSEND accepts PDF files only. Charges vary. Call 1-800-233-7363 for more information.

AdTransit:

A web-based delivery service. Go to www.adtransit.com for information on registering and fees. AdTransit accepts PDF files only.

FastChannel:

Lets you send your ads over the Internet.

FastChannel accepts PDF files only.

Go to www.fastchannel.com to upload your advertising files.

STANDARD AD UNITS - DESKTOP

Philly.com

								REQUIRED STATIC IMAGES		
CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE*	HOST-INITIATED SUBLOAD FOR INTERACTIVE ADS	ANIMATION / VIDEO GUIDELINES	Z-INDEX RANGE	MAX PERCENTAGE OF CPU USAGE**	ACCEPTED FORMATS	POLITE / BACKUP IMAGE FILE WEIGHT	UNIT-SPECIFIC NOTES
BILLBOARD	970 x 250	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
SUPERLEADERBOARD	970 x 90	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
LEADERBOARD	728 x 90	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
MEDIUM RECTANGLE	300 x 250	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
HALF PAGE	300 x 600	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT

SUBMISSION LEAD TIME: MINIMUM LEAD TIME FOR SUBMISSION IS 3 BUSINESS DAYS BEFORE CAMPAIGN START DATE.

STANDARD AD UNITS - MOBILE

Philly.com

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE*	HOST-INITIATED SUBLOAD FOR INTERACTIVE ADS*	ANIMATION / VIDEO GUIDELINES	Z-INDEX RANGE	MAX PERCENTAGE OF CPU USAGE**	REQUIRED STATIC IMAGES		UNIT-SPECIFIC NOTES
								ACCEPTED FORMATS	POLITE / BACKUP IMAGE FILE WEIGHT	
MEDIUM RECTANGLE	300 x 250	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
SMARTPHONE BANNER	320 x 50	NOT ALLOWED FOR THIS UNIT	50 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
SMARTPHONE INTERSTITIAL	320 x 416	NOT ALLOWED FOR THIS UNIT	200 KB	NOT ALLOWED FOR THIS UNIT	15 SEC MAX ANIMATION LENGTH VIDEO NOT ALLOWED FOR THIS UNIT.	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT

SUBMISSION LEAD TIME: MINIMUM LEAD TIME FOR SUBMISSION IS 3 BUSINESS DAYS BEFORE CAMPAIGN START DATE.

RICH MEDIA AD UNITS

Philly.com

								REQUIRED STATIC IMAGES		
CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE*	HOST-INITIATED SUBLOAD FOR INTERACTIVE ADS*	ANIMATION / VIDEO GUIDELINES	Z-INDEX RANGE	MAX PERCENTAGE OF CPU USAGE**	ACCEPTED FORMATS	POLITE / BACKUP IMAGE FILE WEIGHT	UNIT-SPECIFIC NOTES
IN BANNER VIDEO	300 x 250 728 x 90 300 x 600 970 x 90	NOT ALLOWED FOR THIS UNIT	200 KB	100 KB	MINIMUM 24 FPS FOR VIDEO 15 SEC MAX LENGTH (UNLIMITED USER-INITIATED) 1.1 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO AUDIO MUST BE USER-INITIATED	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	AUDIO MUST BE USER-INITIATED AD UNIT MUST HAVE CLEARLY DEFINED BORDERS AND NOT BE CONFUSED WITH NORMAL PAGE CONTENT
EXPANDABLE/RETRACTABLE	300 X 250 TO 600 X 250 300 X 600 TO 600 X 600 728 X 90 TO 728 X 315	NOT ALLOWED FOR THIS UNIT	200 KB	100 KB	MINIMUM 24 FPS FOR VIDEO 15 SEC MAX LENGTH (UNLIMITED USER-INITIATED) 1.1 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO AUDIO MUST BE USER-INITIATED	5,000 - 1,999,999 (FOR ENTIRE AD UNIT)	20%	GIF, JPG, PNG	40 KB / 40 KB	AUDIO MUST BE USER-INITIATED ACTION THAT EXPANDS THE AD MUST ALSO RETRACT THE AD (I.E. MOUSE OVER TO EXPAND, MOUSE OFF TO RETRACT)
FLOATING AD UNIT (MEG)	CUSTOM BUILD: CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION							N/A	N/A	AUTO EXPANSION LIMITED TO 1X EVERY 24 HOURS IF AUTO-PLAY VIDEO IS UTILIZED, MUST BE AUTO-MUTED

SUBMISSION LEAD TIME: MINIMUM LEAD TIME FOR RICH MEDIA AD FILE SUBMISSION IS 7 BUSINESS DAYS BEFORE CAMPAIGN START DATE.

RISING STAR AD UNITS

Philly.com

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE*	HOST-INITIATED SUBLOAD FOR INTERACTIVE ADS*	ANIMATION / VIDEO GUIDELINES	Z-INDEX RANGE	MAX PERCENTAGE OF CPU USAGE**	REQUIRED STATIC IMAGES		UNIT-SPECIFIC NOTES
								ACCEPTED FORMATS	POLITE / BACKUP IMAGE FILE WEIGHT	
BILLBOARD	970x250	INITIATES IN EXPANDED DIMENSIONS	200 KB	1 MB	MINIMUM 24 FPS FOR VIDEO, 30 SEC MAX LENGTH (UNLIMITED USER-INITIATED), 2.2 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO, UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO, AUDIO MUST BE USER-INITIATED	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	THIS AD UNIT COLLAPSES TO "SHOW AD" TEXT WITH ICON (OR 88 x 31 IMAGE), OR "SHOW AD" TEXT/ICON WITH RESIDUAL BRANDING IN 62 x 88 PX OR 196 x 31 PX IMAGE.
FILMSTRIP	300 x 600 VIEWABLE WITH SCROLLING AD SIZE OF 300 x 3000	NOT ALLOWED FOR THIS UNIT	200 KB	300 KB	MINIMUM 24 FPS FOR VIDEO, 15 SEC MAX LENGTH (UNLIMITED USER-INITIATED), 1.1 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO, UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO, AUDIO MUST BE USER-INITIATED	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	THIS AD USES A 300 x 600 VIEWABLE WINDOW IN WHICH A 5-SEGMENT AD OF TOTAL SIZE 300 x 3000 SCROLLS. MODULAR DESIGN MAY REQUIRE ADDED USER CONTROL.
PORTRAIT	300 x 1050 (DIVIDED INTO 3 SEGMENTS)	UP TO 580 x 460 DEPENDING ON MODULE	200 KB	350 KB	MINIMUM 24 FPS FOR VIDEO, 15 SEC MAX LENGTH (UNLIMITED USER-INITIATED), 1.1 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO, UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO, AUDIO MUST BE USER-INITIATED	5,000 - 1,999,999	20%	GIF, JPG, PNG	40 KB / 40 KB	THE PORTRAIT IS A TEMPLATE FOR INCLUDING INTERACTIVE MODULAR APPS. DETAILED SPECS ARE PROVIDED BY IAB FOR LABELING, APPLICATION OPTIONS, AND REQUIRED CONTROLS.
PUSHDOWN	970 x 90	970 x 415	200 KB	300 KB	MINIMUM 24 FPS FOR VIDEO, 15 SEC MAX LENGTH (UNLIMITED USER-INITIATED), 1.1 MB ADDITIONAL FILE SIZE ALLOWED FOR HOST-INITIATED VIDEO, UNLIMITED FILE SIZE FOR USER-INITIATED VIDEO, AUDIO MUST BE USER-INITIATED	0 - 4,999	20%	GIF, JPG, PNG	40 KB / 40 KB	EXPANDING PUSHDOWN AD UNITS "PUSH" PAGE CONTENT DOWN RATHER THAN EXPANDING OVER PAGE CONTENT.

SUBMISSION LEAD TIME: MINIMUM LEAD TIME FOR RICH MEDIA AD FILE SUBMISSION IS 7 BUSINESS DAYS BEFORE CAMPAIGN START DATE.

ADDITIONAL INFORMATION & GUIDELINES

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File Weights

All files for the ad, including supporting files (unless they've been exempted in the publisher certification process or by the Ad server), must be included as part of the maximum file weight calculation for all file limits load. Review the 2015 update to the HTML5 Best Practices for more details on what files may be exempted from file load limits:

<http://www.iab.com/guidelines/iab-display-advertising-guidelines/>

Creative Assets

Each HTML5 creative should be contained in its own zip file.

What to include: HTML file and any other files that are referenced by the HTML file

What not to include:
Do not include any .zip files within your HTML5 .zip file.

No unreferenced files

No local or session storage

No backup assets

Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG.

Maximum number of files: Your .zip can include up to 10 files

URLs: All URLs embedded in the HTML file must be secure (https)

Each HTML5 creative MUST have a backup image with an optional polite image.

Backup images (and optional polite images) MUST be sent independent of the HTML5 zip file.

The backup image may also be used as the polite load image.

Creative Click Tag Guidelines

Make sure your banner uses the click tag variable as the click destination.

The click tag should be easy for the ad server to read - no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.

We do not recommend hard-coded click-through URLs in your HTML file because that prevents DCM from tracking clicks. In order to be SSL compliant, all URLs referenced in the HTML document need to be secure (https).

Coding Extra Call Constraints

The number calls made per ad must not exceed 10.

Ad code cannot make external server calls for additional JavaScript or other functionality. All functionality must be localized to the ad code itself.

IN-HOUSE CREATIVE GUIDELINES

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Our in-house design team is available to create your banner ads with your creative direction.

CREATIVE TIME		
AD TYPE	TURNAROUND TIME	CHANGES
STANDARD	3 BUSINESS DAYS	3
RICH MEDIA	3-5 BUSINESS DAYS	3
VIDEO	7-10 BUSINESS DAYS	3
CUSTOMIZED/NEW UNITS	10 - 15 BUSINESS DAYS	3

Editing Time

Banner ads can be revised or changed at any amount of run time if it is for reasons such as a bank rate change, content change, minor tweaks or legal reasons. Any other reasons will be taken on and reviewed at a case-by-case basis.

Completely new creative will not be made unless ad has run for a minimum of 30 days. If advertiser is promoting difference events on a week-by-week basis, they must submit each different ad for each different promotion in the initial creative request. Existing creative changes must follow the same in-house creative turnaround times.

Creative Request Guidelines:

All creative requests must be filled out in its entirety per campaign including the following:

- Advertiser name
- Requesting Account Executive
- Department
- Due date
- Campaign start date
- Campaign type
- Total contract value
- Contract duration
- Client description (ad sizes, logo, content, images, audience, and any additional details)
- Audience targeting
- Destination URL