

FAQ

Submitting Advertisements

1. Where do we submit creative (ads)? Submit finalized creative online via www.mediaplanet.com/en/advertise. First create a log-in account, select your newspaper partner and issue (campaign title) then follow the prompts to upload each individual ad unit.

2. Is there file size limit for print creative? No, there is no file size limit for print ads.

3. Is there file size limit for digital creative? Yes, the maximum file size for all digital ads is 200kb.

For reference: According to IAB's latest Display Advertising Guidelines, the max file size for most ad units should be 200kb, although it is recommended that a mobile banner is 50kb max.

4. Can print creative include spot colors? No, our printers do not accept Pantone or spot colors. Please convert any spot colors to 4-color process inks (CMYK).

5. Should print creative include crop marks?

No, please submit the live area of creative only. Ads and content are inset on the page, creating a natural border of white space (approximately .25 inches) around all content.

6. Bleed or non-bleed? / Do print ads bleed to the edge of the page? Non-bleed. Our content does not bleed to the edge of the page. The dimensions listed on the spec sheet are the dimensions of the live area, which is inset on the page, creating a natural border of white space (approximately .25 inches).

7. Do you accept HTML5 creative? Yes, however Mediaplanet does not site-serve HTML5 ads. All HTML5 ads must be Google DFP compliant and submitted as third-party tags via www.mediaplanet.com/en/advertise.

8. Do you accept Flash creative? Yes, however we do not encourage the use of Flash because many mobile and desktop browsers do not support Flash. For animated ads, we recommend HTML5 or GIF formats instead.

9. Are there any limitations to animation length for digital creative? Yes, animated ads should be 15 seconds in length or less.

10. Can we submit tags? Yes, third-party tags may be submitted, preferably as JavaScript, and must be Google DFP compliant.

11. Can we use tracking URLs? Yes, tracking URLs can be included in third party tags, otherwise the destination URL would need to include UTM codes.

12. Can we switch digital creative after a certain number of readers are fulfilled? No, but you can switch creative based on specific flight times.

13. Can we submit standard ad sizes? We accept two Universal Ad Package (UAP) ad sizes: 728x90px and 300x250px (width x height).

14. What is a text ad? A text ad is a 140-character call to action, that will be hyperlinked to a URL of your choice. Please submit your text ad as plain text (a .TXT file) via www.mediaplanet.com/en/advertise. You may contact your account representative to see an example of a text ad.

15. Where do digital ads appear online? / Where are digital ads located on each page? Visit www.mediaplanet.com/en/advertise to view/download Mediaplanet's digital ad spec sheet which illustrates Mediaplanet website layouts.

16. What is the approval process for creative? Approval of print creative is required to complete submission online via www.mediaplanet.com/en/advertise. Approval of digital creative is not required.

17. Will I get a proof for print creative? Approval of print creative is required to complete submission online via www.mediaplanet.com/en/advertise. Once completed, a final soft proof with receipt will be available for the user's record. Additionally, a text only receipt will be automatically sent to the user's email.

18. Will I get a proof for digital creative? No, we do not supply digital proofs. However, if there are any issues regarding your digital creative, we will contact you using the information provided upon submission. If necessary, you may contact your account representative to request "staging links" which provide stand-alone previews of each ad on their own, without any other content on the page.

19. I received an error during my submission, how do I proceed? A true error will prevent you from completing a submission because the creative cannot be printed; the file must be fixed. For solutions, download, save, and open your preflight report; detailed information on your file's specific error(s) and the appropriate solution can be found in the side bar. You can also call an AdShuttle specialist at 866-774-5784, who will be able to look at the file from his/her end and clarify solutions.

20. I received a warning during my submission, how do I proceed? You may want to investigate the file. For solutions, download, save, and open your preflight report; detailed information on your file's specific error(s) and the appropriate solution can be found in the side bar. You can also call an AdShuttle specialist at 866-774-5784, who will be able to look at the file from his/her end and can tell the user if the warning can be disregarded.

21. I need to resubmit my creative. What do I do? Contact tiffany.kim@mediaplanet.com.

22. I'm still having trouble uploading creative. For Ad Shuttle support, call 866-774-5784 (or 414-566-6940 when calling from outside the United States).