

TECHNICAL SPECS

MEDIAPLANET CONTENT HUBS DIGITAL ADS

AD SIZES & PLACEMENTS

DESKTOP AD UNITS

- Billboard Ad: 970 x 250 px
Above article
- Triple Billboard: 750 x 200 px
Inside content

MOBILE AD UNITS

- Medium Rectangle: 300 x 250 px
Above, inside, and after article

FILE REQUIREMENTS

STATIC

- File Format: .jpg/.jpeg, .png, or .gif
- Maximum File Size: 200KB, 50KB for Mobile
- Color Space: RGB
- Resolution: 72 dpi or 96 dpi accepted

ANIMATED

- File Format: .gif
- Maximum File Size: 200KB, 50KB for Mobile
- Color Space: RGB
- Maximum Duration per Loop: 12 Seconds
- Resolution: 72 dpi or 96 dpi accepted

AD SUBMISSION

URL

Each digital ad requires a landing-page URL.

TRACKING

Must be built/embedded by client into clickthrough URL or appended to landing-page URL.

UPLOAD ADS

Submit finalized creative online via <https://mediaplanet.sendmyad.com>

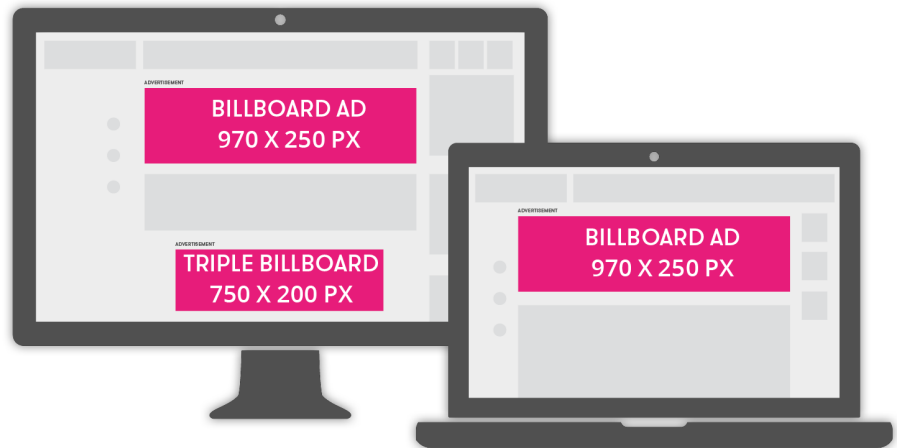
CREATIVE SERVICES

Available for Static Ads at an additional cost. Please reach out to your Mediaplanet representative for information.

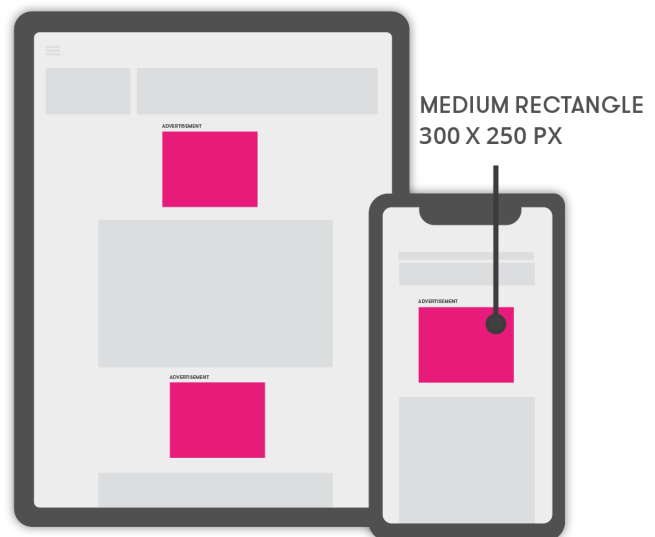
PROOFING POLICY

After you submit, you will be able to see soft proofs. You may also download a receipt. An emailed receipt will go to the contact on file. If there are any issues regarding your digital creative, we will contact you using the information provided upon submission. Mediaplanet cannot assume responsibility if the materials supplied do not comply with these specifications.

DESKTOP AD UNITS



MOBILE AD UNITS



NOTE: All dimensions listed as width by height in pixels. All ads must be compatible with [Google Ad Manager](#).

Preview is intended for ad position, not size reference

FREQUENTLY ASKED QUESTIONS

WHEN SUBMITTING CREATIVE MATERIALS

1. Where do we submit creative files (ads)?

Submit finalized creative online via <https://mediaplanet.sendmyad.com>.

First create a log-in account, select your newspaper partner and issue name, then follow the prompts to upload each ad unit.

2. Is there file size limit for print creative?

No, there is no file size limit for print ads, however most do not exceed 10MB.

3. Is there file size limit for digital creative?

Yes, the maximum file size for all digital ads is 200kb.

We recommend that mobile ads are 50kb max. This is to help ensure that page load times are quick.

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 - U.S. Web Coated (SWOP) v2. RGB, Process, and Pantone colors are also not accepted.

5. Should print creative include crop marks?

No. Non-Bleed ads and content are inset on the page, creating a natural border of white space (approximately .25 inches) around all content. Bleed ads should include a safe area and bleed.

6. Bleed or non-bleed?

Do print ads bleed to the edge of the page?

Mediaplanet's San Francisco Chronicle, Los Angeles Times, and Chicago Tribune inserts are non-bleed, meaning the content does not bleed to the edge of the page. The dimensions listed on the spec sheet are the dimensions of the live area/trim, which is inset on the page, creating a natural border of white space (approximately .25 inches). USA Today and Mediaplanet Special magazine sizes have a few ad options which are bleed. Please refer to your specific [spec sheet](#).

7. Do you accept HTML5 creative? Tags?

At this time, we are not accepting HTML5 or JavaScript tags. All web ads must be static images (.jpg, .png, or .gif) or animated GIFs (.gif).

8. Do you accept Flash creative?

At this time, we are no longer accepting Flash because many mobile and desktop browsers do not support Flash. For animated ads, we recommend a GIF formats instead.

9. Are there any limitations to animation length for digital creative?

Yes, animated GIF ads should be 15 seconds in length or less, per loop.

GIFs can loop an infinite number of times. GIFs can be created in [Photoshop](#) and should be submitted as a .gif file type.

10. Can we use tracking URLs?

Yes, you may supply us with a clickthrough URL, which would need to include UTM codes, when you submit your digital assets via <https://mediaplanet.sendmyad.com>. Mediaplanet does not supply or create tracking URLs for clients.

11. Can we switch digital creative after a certain number of readers are fulfilled?

No, but you can switch creative based on specific flight times.

12. Can we submit any standard ad sizes for digital?

No. Our digital ad sizes are compatible with [Google Ad Manager](#).

Please reference your insertion order to see exactly which ad sizes you should submit.

13. I found an error in my ad, can I replace it?

If you submitted your ads before your agreed upon creative deadline, then please email adsupport@mediaplanet.com to discuss replacing your creative files.

14. Where do digital ads appear online?

Where are digital ads located on each page?

Visit studio.mp/us/tech-specs to view/download Mediaplanet's digital ad spec sheet which illustrates Mediaplanet website layouts.

15. What is the approval process for creative?

Approval of print and digital creative is required to complete submission online via <https://mediaplanet.sendmyad.com>.

16. Will I get a proof for print creative?

Approval of print creative is required to complete submission online. Once completed, a final soft-proof with receipt will be available for your records. Additionally, a text only receipt will be automatically sent to the your email.

17. Will I get a proof for digital creative?

After you submit, you will be able to see a soft-proof. You may also download a receipt. An emailed receipt will go to the contact on file. If there are any issues regarding your digital creative, we will contact you using the information provided upon submission.

18. I received an error or warning 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.

If you received a warning, You may want to investigate the file.

For solutions and detailed information on your file's specific error(s) or warning(s) and the appropriate solution, hover over the issue.

Visit the FAQ section of studio.mp/us/tech-specs for information about fixing Color and Transparency issues.