

Guidelines for Customer-provided Banner and Tile Advertisements

Sizes

Though we don't require them, certain **Internet standard sizes** do meet our specifications.

Supported Internet standard ad sizes include:

- 120 x 90 (Button 1)
- 120 x 60, (Button 2)
- 120 x 240 (Vertical Banner)
- 125 x 125 (Square Button)
- 88 x 31 (Micro Bar)
- 120 x 600 (Skyscraper)
- 160 x 600 (Wide Skyscraper)

Internet standard ad sizes supported for **banner ads** include:

- 468 x 60 (Full Banner)
- 234 x 60 (Half Banner)
- 728 x 90 (Leaderboard – can be use above and below newspapers logo only).

More info can be found here: <http://www.iab.net/standards/adunits.asp>

Supported Image Formats

- gif (including animated ones)
- jpg
- png
- js (Javascript)
- swf (ShockWave Flash)
- swl (Macromedia Flash)

We support linking to advertiser website for gif, jpg, png, Javascript, and Flash. SWF or SWL files need to provide any linking URL within the file application itself.

Ad Placement and Size Flexibility

Tile and banner ads have different size and placement properties.

Tile ads appear in the second column from the right (just to the left of the display ads). They can be placed just below the date bar (above the stories) or at the bottom, below the stories. Tile ads are localized to one specific section, i.e. Sports, Front Page, etc.

Banner ads are positioned above or below the paper's logo, or under the date bar. They can appear on virtually every page on the website, regardless of section.

The image shows a screenshot of a newspaper website's front page with several callouts pointing to different ad types:

- Date Bar:** Points to the top navigation bar containing categories like Shopping, Dining & Entertainment, Home Improvement, Health, Business Directory, Real Estate, and Regional. Below this is a blue bar with "Front Page" and the date "August 21, 2007".
- Banner Ad:** Points to a large horizontal ad at the top left for "Sea Spa & Salon" with a list of services: Oceanfront Weddings, Grlfriends Spa Get Aways, Family Vacation Packages, Business Conferences, and Parties & Banquets.
- Tile Ad (Skyscraper-style):** Points to a vertical ad for "NJ's LARGEST DISPLAY OF CARPET HARDWOOD AREA RUGS LAMINATES & REMNANTS".
- Display Ads:** Points to a large rectangular ad for "Whiting United Methodist Church" with contact information and a photo of the church building.

Other visible elements include a "PDF of print edition" link, a "Click ads below for larger version" prompt, and a "Discount Thursdays" ad for the Whiting Town Center.

Ad size



For Tile ads:

Maximum of **120 pixels wide** if "PDF of print edition" is used.

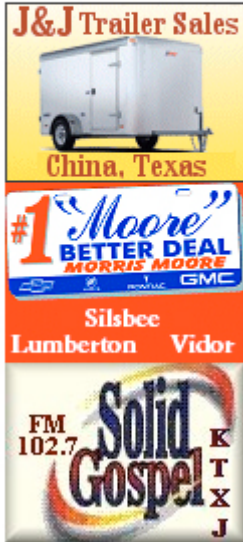
PDF of print edition

120 pixels max

Maximum width of **160 pixels** if "PDF of print edition" is not used:



160 pixels max



Total **maximum height** for all ads in the column should not exceed **1200 pixels**, including third party ads provided by the Yahoo Advertising Network.

For Banner Ads:

Ads that appear below the Date bar or at the bottom of the page and can be up to 486 pixels wide and a reasonable height (the industry standard height is 60).

Marketplace:	Real Estate	Mortgage	Automotive	Employment	Services					
News	Front Page June 20, 2007									
Front Page										
Bulletin Board										
Letters										
Editorials										
Obituaries										
Schools										
Sports										
Business										
						<p>Monk or bunk? A Middletown tax dispute</p> <p>Battle over exemption, sign centers on legitimacy of small monastery</p> <p>BY KAREN E. BOWES Staff Writer</p>				

This ad is 468 x 60

Banner Ads that appear above or below the paper's logo can be up to 800 pixels wide and any reasonable height.

This ad is 756 x 68



Amherst Bee 126
Amherst Bee Paper & WNY Events & Classifieds
Front Page

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News	Front Page
Front Page	