

Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline	
Available on KCTV, KPTV, KVVU, WALA, WFSB, WGCL, WHNS, Westernmassnews.com, WNEM, WSMV								
DESKTOP	Display Ads	728x90, 468x60, 300x250	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	200 KB 200 KB (initial load) / Not Allowed (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date
	Skyscraper	300x600, 160x600	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	200 KB 200 KB (initial load) / 300 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages* *KMOV serves on all pages.	Yes	2 business days prior to start date
	Direct Email	728x90	JPEG, PNG, GIF	200 KB	No Animation	Ad appears on the HTML versions of Direct Email blasts.	No	2 business days prior to start date
	Sponsorship Header	490x25	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	200 KB 200 KB (initial load) / Not Allowed (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage and Category pages; NOT available on Story pages.	Yes	2 business days prior to start date
	Video Pre-Roll	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended)/30 sec (max)	•Plays prior to video content. •clickthrough URL per video. •Supports companion ad units.	•One Yes	2 business days prior to start date
	Video Companion Ads	300x250 and/or 728x90	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	200 KB 200 KB (initial load) / Not Allowed (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	•Serves with the pre-roll. •on the page until user navigates to new video or page.	•Stays Yes	2 business days prior to start date
	Livestream	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	30 sec (max) / 15 sec (min)	•Plays prior to video content. •clickthrough URL per video. •DOES NOT support companion ad units.	•One Yes	2 business days prior to start date

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
Available on KCTV, KPTV, KVVU, WALA, WFSB, WGCL, WHNS, Westernmasnews.com, WNEM, WSMV								
DESKTOP RICH MEDIA	Expandable Leaderboard	Collapsed: 728x90 Expanded: 728x180	3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •User initiated on click to expand down to 728x180, over top of site branding. Click to close (collapse) ad to get back to default state. •User initiated on mouse-over to expand down to 728x180, over top of site branding. Mouse-over to close (collapse) ad to get back to default state.	Yes	5 business days prior to start date
	Expandable Rectangle	Collapsed: 300x250 Expands Horizontally: 600x250	3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •User initiated on click to expand horizontally to 600x250, over top of site branding. Click to close (collapse) ad back to default state. •User initiated on mouse-over to expand down to 600x250, over top of site branding. Mouse-over to close (collapse) ad to get back to default state.	Yes	5 business days prior to start date
	Floating Rich Media	Variable Dimensions	JPEG, PNG, GIF*	200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages Ad will appear on visitor's initial visit (1x per day) to the page, user must click to close.	Yes	5 business days prior to start date
			3rd Party Tag*	200 KB (initial load) / 300 KB (subsequent load)	1.1 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 15 sec max length (unlimited user-initiated)			
	In Banner Video	Any Standard Size	HTML5*, 3rd Party Tag*	200 KB (initial load) / 100 KB (subsequent load)	1.1 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 15 sec max length (unlimited user-initiated)	All pages •Audio must be user-initiated. •Must contain easily manipulated close button and audio controls.	Yes	5 business days prior to start date
	Pencil Pushdown	Collapsed: 980x30/970x90 Expanded: 980x300/970x250	JPEG, PNG, GIF*	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •Audio must be user-initiated. Homepage and Category pages •Expansion: Expanded version is delivered once per day on each users' initial visit to the page; switches to collapsed version after 10 sec. •Controls: Expansion on mouse-over, stays open until mouse-off.	Yes	5 business days prior to start date
			3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	200 KB (initial load) / 300 KB (subsequent load) Both sizes (Open & Close) MUST be built into one tag	2.2 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 30 sec max length (unlimited user-initiated)			
	Billboard	970x250 Must contain easily functioning close button and audio controls.	HTML5*, 3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	200 KB (initial load) / 1MB (subsequent load)	2.2 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 30 sec max length (unlimited user-initiated)	All pages •Audio must be user-initiated. Optional - The ad unit collapses to display "Show Ad" in one of the following ways: • Text icon (88x31 px image) with "Show Ad" • "Show Ad" text with client logo (196x31 px image)	Yes	5 business days prior to start date
Wallpaper/Page Skin	See PDF link for template in Placements and Functionality column. •1600x1200 maximum dimensions •1260x830 optimal viewing area •Allow 980 px white space in center for site content	JPEG, PNG	200 KB	No Animation	Homepage and Category pages •Must be a sponsorship. •Text and logos need to be located in optimal viewing area. Download template here: <a href="http://meredithbroadcastdigitalsolutions.com/adspecs/WallpaperTemplate.pdf">http://meredithbroadcastdigitalsolutions.com/adspecs/WallpaperTemplate.pdf</a>	No	5 business days prior to start date	
Footer Pencil	Collapsed: 100x90 Expanded: 980x90	JPEG, PNG, GIF*	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	Homepage and Category pages •Expansion: Expanded version is delivered to user once per day. •Capabilities: User may collapse the ad which will create a leave behind on the left side of the screen.	Yes	5 business days prior to start date	

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Available on KTVK</b>								
<b>DESKTOP</b>	Display Ads	728x90, 300x250	JPEG, PNG, GIF*	200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date
			HTML5*, 3rd Party Tag*	200 KB (initial load) / Not Allowed (subsequent load)				
	Skyscraper	300x600, 160x600	JPEG, PNG, GIF*	200 KB	*15 sec max animation; max of 3 loops; max 24 fps	Story, Slideshow, Video pages	Yes	2 business days prior to start date
			HTML5*, 3rd Party Tag*	200 KB (initial load) / 300 KB (subsequent load)				
	Direct Email	300x250	JPEG, PNG, GIF	200 KB	No Animation	Ad appears on the HTML versions of Direct Email blasts.	No	2 business days prior to start date
	Video Pre-Roll	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended)/30 sec (max)	<ul style="list-style-type: none"> <li>Plays prior to video content.</li> <li>clickthrough URL per video.</li> <li>Supports companion ad units.</li> </ul>	•One Yes	2 business days prior to start date
Video Companion Ads	300x250 and/or 728x90	JPEG, PNG, GIF*	200 KB	*15 sec max animation; max of 3 loops; max 24 fps	<ul style="list-style-type: none"> <li>Serves with the pre-roll.</li> <li>on the page until user navigates to new video or page.</li> </ul>	•Stays Yes	2 business days prior to start date	
		HTML5*, 3rd Party Tag*	200 KB (initial load) / Not Allowed (subsequent load)					
Livestream Available ONLY on News App	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended) / 30 sec (max)	<ul style="list-style-type: none"> <li>Plays prior to video content.</li> <li>clickthrough URL per video.</li> <li>DOES NOT support companion ad units.</li> </ul>	•One Yes	2 business days prior to start date	

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Available on KTVK</b>								
<b>DESKTOP RICH MEDIA</b>	Expandable Leaderboard	Collapsed: 728x90 Expanded: 728x180	3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •User initiated on click to expand down to 728x180, over top of site branding. Click to close (collapse) ad to get back to default state. •User initiated on mouse-over to expand down to 728x180, over top of site branding. Mouse-over to close (collapse) ad to get back to default state.	Yes	5 business days prior to start date
	Expandable Rectangle	Collapsed: 300x250 Expands Horizontally: 600x250	3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •User initiated on click to expand horizontally to 600x250, over top of site branding. Click to close (collapse) ad back to default state. •User initiated on mouse-over to expand down to 600x250, over top of site branding. Mouse-over to close (collapse) ad to get back to default state.	Yes	5 business days prior to start date
	Floating Rich Media	Variable Dimensions	JPEG, PNG, GIF*	200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages • Ad will appear on visitor's initial visit (1x per day) to the page, user must click to close.	Yes	5 business days prior to start date
			3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	200 KB (initial load) / 300 KB (subsequent load)	1.1 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 15 sec max length (unlimited user-initiated)			
	In Banner Video	Any Standard Size	HTML5*, 3rd Party Tag*	200 KB (initial load) / 100 KB (subsequent load)	1.1 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 15 sec max length (unlimited user-initiated)	All pages •Audio must be user-initiated. •Must contain easily manipulated close button and audio controls.	Yes	5 business days prior to start date
	Pencil Pushdown	Collapsed: 980x30/970x90 Expanded: 980x300/970x250	JPEG, PNG, GIF*	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages •Audio must be user-initiated. Homepage and Category pages •Expansion: Expanded version is delivered once per day on each users' initial visit to the page; switches to collapsed version after 10 sec. •Controls: Expansion on mouse-over, stays open until mouse-off.	Yes	5 business days prior to start date
			3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	200 KB (initial load) / 300 KB (subsequent load) Both sizes (Open & Close) MUST be built into one tag	2.2 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 30 sec max length (unlimited user-initiated)			
	Billboard	970x250 Must contain easily functioning close button and audio controls.	HTML5*, 3rd Party Tag* (acceptable Z-index range - 5,000-1,999,999)	200 KB (initial load) / 1MB (subsequent load)	2.2 MB host initiated video, unlimited for user initiated video; min. 24 fps for video, 30 sec max length (unlimited user-initiated)	All pages •Audio must be user-initiated. Optional - The ad unit collapses to display "Show Ad" in one of the following ways: • Text icon (88x31 px image) with "Show Ad" • "Show Ad" text with client logo (196x31 px image)	Yes	5 business days prior to start date
Wallpaper	See PDF link for template in Placements and Functionality column. •1600x1200 maximum dimensions •Allow 1160 px in center for site content •Center color MUST BE Hex#efefef or R-239,G-239,B-239	JPEG, PNG	200 KB	No Animation	Homepage and Category pages •Must be a sponsorship. •Text and logos need to be located in optimal viewing area, optimal viewing area is for DESKTOP users due to the width of the site. Download template here: <a href="http://www.meredithbroadcastdigitalsolutions.com/adspecs/Wallpaper_Specs_KTVK.pdf">http://www.meredithbroadcastdigitalsolutions.com/adspecs/Wallpaper_Specs_KTVK.pdf</a>	No	5 business days prior to start date	
Footer Pencil	Collapsed: 100x90 Expanded: 980x90	JPEG, PNG, GIF*	Collapsed: 200 KB Expanded: 200 KB	*15 sec max animation; max of 3 loops; max 24 fps	Homepage and Category pages •Expansion: Expanded version is delivered to user once per day. •Capabilities: User may collapse the ad which will create a leave behind on the left side of the screen.	Yes	5 business days prior to start date	

All Stations									
MOBILE BROWSER (RESPONSIVE DESIGN)	Leaderboard	728x90 can include 320x50 and 468x60	JPEG, PNG, GIF*	50 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date	
			HTML5*, 3rd Party Tag*	50 KB (initial load) / 200 KB (subsequent load)					
	Rectangle	300x250 can include 320x50	JPEG, PNG, GIF*	50 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date	
			HTML5*, 3rd Party Tag*	50 KB (initial load) / 200 KB (subsequent load)					
	Full Banner	468x60 can include 320x50	JPEG, PNG, GIF*	50 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date	
			HTML5*, 3rd Party Tag*	50 KB (initial load) / 200 KB (subsequent load)					
	Mobile Banner	320x50	JPEG, PNG, GIF*	50 KB	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date	
			HTML5*, 3rd Party Tag*	50 KB (initial load) / 200 KB (subsequent load)					
	Video Pre-Roll	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended) / 30 sec (max)	<ul style="list-style-type: none"> <li>Plays prior to video content.</li> <li>through URL per video.</li> <li>•DOES NOT support companion ad units.</li> </ul>	<ul style="list-style-type: none"> <li>One click</li> </ul>	Yes	2 business days prior to start date

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Available on KCTV, KPTV, KTVK, KVVU, WALA, WFSB, WGCL, WHNS, Westernmassnews.com, WNEM, WSMV</b>								
<b>NEWS APP</b>	Phone Banner	320x50	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	All pages; fixed position	Yes	2 business days prior to start date
	Phone Front Page (Banner)	320x50	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; fixed position at the bottom. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Phone Inline Article	300x250	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages	Yes	2 business days prior to start date
	Phone & Tablet App Open	640x770 <b>AND</b> 1080x1040* *BOTH Phone/Tablet sizes <b>MUST</b> be provided, this ad unit cannot run with only one size.	JPEG, PNG	50 KB	No Animation	Loads at app-launch, user has to close to move on. <b>Ad unit runs on BOTH Phone and Tablet.</b>	No	2 business days prior to start date
	Phone & Tablet Front Page Inline	Recommended: 640x360 or 16:9 aspect ratio* *Creative not meeting 16:9 ratio will be cropped and scaled to fit (cropping no more than 20% of the image).	JPEG, PNG, GIF	50 KB	No Animation	Homepage; displays in rectangle position. Rotates every 20-30 sec. <b>Ad unit runs on BOTH Phone and Tablet.</b> The following <b>MUST</b> be provided with the creative/clickthrough URL: <ul style="list-style-type: none"> <li>•<b>Headline:</b> 90 characters or less</li> <li>•<b>Body:</b> 90 characters or less</li> <li>•<b>Advertiser:</b> 25 characters</li> <li>• <b>Call to action:</b> 15 characters (e.g. Learn More)</li> </ul> <a href="http://meredithbroadcastdigitalsolutions.com/adspecs/New_Front_Page_InlineTemplate-(RSS).jpg">http://meredithbroadcastdigitalsolutions.com/adspecs/New_Front_Page_InlineTemplate-(RSS).jpg</a>	No	2 business days prior to start date
	Tablet Leaderboard	728x90	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Section pages - <b>PORTRAIT VIEW ONLY.</b>	Yes	2 business days prior to start date
	Tablet Rectangle	300x250	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages - <b>LANDSCAPE VIEW ONLY.</b>	Yes	2 business days prior to start date
	Phone/Tablet Pre-roll	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended) / 30 sec (max)	<ul style="list-style-type: none"> <li>•Plays prior to video content.</li> <li>•click through URL per video.</li> <li>•<b>DOES NOT</b> support companion ad units.</li> </ul>	•One Yes	2 business days prior to start date

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Available on KMOV</b>								
<b>NEWS APP</b>	Mobile Front Page Banner	640x100	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	All pages; fixed position	Yes	2 business days prior to start date
	Phone Interstitial	640x770	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	No Animation *15 sec max animation; max of 3 loops; max 24 fps	Displays between stories or photos.	Yes	2 business days prior to start date
	Phone App Open	640x770	JPEG, PNG, GIF*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	No Animation *15 sec max animation; max of 3 loops; max 24 fps	Loads at app-launch, user has to close to move on.	Yes	2 business days prior to start date
	Phone Front Page (Banner)	640x100	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; fixed position at the bottom. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Mobile Front Page (Rectangle)	600x500	JPEG, PNG, GIF* Self contained HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; fixed position in box. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Mobile Article Stream Inline	640x360 <i>3 lines of text must be provided with ad.</i>	JPEG, PNG, GIF*	50 KB	No Animation	Summary view; displays as the last article shown when the user stops scrolling. Requirements for 3 lines of text which must be provided: •Line 1 - 40 characters or less & 3 - 80 characters or less	•Lines 2 <b>No</b>	2 business days prior to start date
	Tablet App Open	1080x1040	JPEG, PNG, GIF*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	No Animation *15 sec max animation; max of 3 loops; max 24 fps	Loads at app-launch, user has to close to move on.	Yes	2 business days prior to start date
	Tablet Front Page (Rectangle)	600x500	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; displays in rectangle position. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Tablet Interstitial	1080x1040	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	No Animation *15 sec max animation; max of 3 loops; max 24 fps	Displays between stories or photos.	Yes	2 business days prior to start date
	Tablet Leaderboard	728x90	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Section pages - <b>PORTRAIT VIEW ONLY.</b>	Yes	2 business days prior to start date
	Tablet Rectangle	600x500	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages - <b>LANDSCAPE VIEW ONLY.</b>	Yes	2 business days prior to start date
	Phone/Tablet Pre-roll	640 px wide 24 frames per second Bit rate: 1000 kilobits per second	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended) / 30 sec (max)	•Plays prior to video content. click through URL per video. • <b>DOES NOT</b> support companion ad units.	•One Yes	2 business days prior to start date

	Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Available on KMOV, KVVU, WNEM, WGCL, WHNS, WALA</b>								
<b>WEATHER APPS</b>	Mobile Front Page Banner	640x100	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages; rotates every 20-30 sec.	Yes	2 business days prior to start date
	Phone Interstitial	640x770	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Displays between stories or photos.	Yes	2 business days prior to start date
	Phone App Open (SplashScreen)	640x770	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Loads at app-launch, user has to close to move on.	Yes	2 business days prior to start date
	Phone Front Page (Banner)	640x100	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; fixed position at the bottom. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Mobile Front Page (Rectangle)	600x500	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; fixed position in box. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Mobile Article Stream Inline	640x360 <i>3 lines of text must be provided with ad.</i>	JPEG, PNG, GIF*	50 KB	*15 sec max animation; max of 3 loops; max 24 fps	Summary view; displays as the last article shown when the user stops scrolling. Requirements for 3 lines of text which must be provided: •Line 1 - 40 characters or less •Lines 2 & 3 - 80 characters or less	No	2 business days prior to start date
	Tablet App Open (Splash Screen)	1024x768	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Loads at app-launch, user has to close to move on.	Yes	2 business days prior to start date
	Tablet Front Page (Rectangle)	300x250	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Homepage; displays in rectangle position. Rotates every 20-30 sec.	Yes	2 business days prior to start date
	Tablet Interstitial	1024x768	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Displays between stories or photos.	Yes	2 business days prior to start date
	Tablet Leaderboard	728x90	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Story pages; fixed position at bottom of page. Rotates every 20-30 sec.	Yes	2 business days prior to start date
Tablet Rectangle	300x250	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	Sub-category pages; rotates every 20-30 sec.	Yes	2 business days prior to start date	
<b>Available on WSMV</b>								
<b>WSI WEATHER APP</b>	Mobile Banner	320x50	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date
	Leaderboard	728x90	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	50 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	All pages	Yes	2 business days prior to start date



Ad Name	Dimensions	Supported File Types (HTML5 see pg 7)	Max File Size	Max Animation Length	Placements and Functionality	Third Party Accepted**	Deadline
<b>Audience Extension</b>							
Display Ads	728x90, 300x250, 300x600, 320x50	JPEG, PNG, GIF* HTML5*, 3rd Party Tag*	200 KB 50 KB (initial load) / 200 KB (subsequent load)	*15 sec max animation; max of 3 loops; max 24 fps	HTML5 creatives MUST be sent in a ZIP file	Yes	2 business days prior to start date
Video	640x360	MP4, MOV, VAST Tag 2.0, VAST Tag 3.0	20 MB	15 sec (recommended) / 30 sec (max)	•Plays prior to video content. clickthrough URL per video. •DOES NOT support companion ad units.	•One Yes	2 business days prior to start date
<b>Native</b>							
In Feed Click Out (Minimum of 2 images and 5 headlines required)	800x800 (360x360 must contain essential image aspects)	JPEG, PNG, GIF	200 KB	No Animation	•Headlines must be 60 characters or less. •Advertiser name must be provided and appears within the ad creative 250 characters of preview text can be included and will appear on article page and mobile only.	No	2 business days prior to start date
Video (1 video, 1 preview image, and 5 headlines required)	640x360	MP4, MOV	20 MB	Recommended Video Length: 1-3 minutes	Image Requirements: •Images must be 3MB or less 800px wide and 800px tall with the center 360x360 pixels containing the essential aspects of the image. JPG, PNG, and GIF static formats are allowed. •Headlines must be 60 characters or less •Advertiser name must be provided and appears within the ad creative •250 characters of preview text can be included and will appear on article page and mobile only	No	2 business days prior to start date

\*\*Supported DFP 3rd Party Vendors: [https://support.google.com/dfp\\_premium/answer/177366?hl=en](https://support.google.com/dfp_premium/answer/177366?hl=en)

**3rd Party Vendor Requirements:**

- 3rd Party ad tags for mobile devices must consist of a single tag that automatically determines whether to serve retina/standard creative (e.g. 640x100/320x50).

**HTML5 Ad Requirements:**

- Click TAGS must be inserted in the HTML file.
- Make sure your creative 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 asset because that prevents DFP from tracking clicks and prevents traffickers from updating the URL.

[For more information on requirements for HTML5, please click here.](#)

**Meredith will also accept:**

- 3rd party tags that deliver HTML5 creative; see link below for supported vendors: [https://support.google.com/dfp\\_premium/answer/177366?hl=en](https://support.google.com/dfp_premium/answer/177366?hl=en)
- Meredith **WILL NOT** accept HTML5 converted from SWF files using an IAB-approved Flash converter. [http://www.iab.net/wiki/index.php/HTML5\\_for\\_Digital\\_Advertising\\_Resources](http://www.iab.net/wiki/index.php/HTML5_for_Digital_Advertising_Resources)
- Meredith **WILL** accept a single self-contained HTML file, which means all assets (scripts/images/fonts) must be hosted or encoded by the advertiser.

**Guidelines for ALL ads to be served on Meredith's websites:**

- All ads should visually separate from the background of the site, either with a 1 px border or a color that distinguishes the edges of the ad from the background of the page.
- Clicks must create a new browser window unless a user interacts with the ad (expand/collapse).
- Meredith reserves the right to review any ads and terminate any campaigns at their discretion.
- Ads with a click to call must be clearly defined as such.