

mobile

desktop

keyword
targeting

the weekend

	IN-ARTICLE (TOP)	IN-ARTICLE (BOTTOM)	ADHESION	OVERLAY	LEADERBOARD	HALF PAGE (ATF)	MEDIUM RECTANGLE (BTF)	IN-ARTICLE	WALLPAPER (TOP)	WALLPAPER (LEFT & RIGHT SIDES)	OVERLAY	SPONSORSHIP LOGO	EVENT LISTING	
SIZE OPTIONS	300X250 320x50 320x120 320x100	300X250 320x50 320x120 320x100	320x50	300x250 300x300		728x90 970x90	300x600	300x250	300x250 336x280	1080x106	300x1250	640x360	195x33	IMAGE/ PHOTO Photo required: 700x500 minimum, 72 dpi or higher
FORMATS	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png		gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	jpg, png	See Notes	png, gif	FORMATS jpg, png
MAXIMUM INITIAL FILE LOAD SIZE	40k	40k	40k	40k		40k	60k	40k	40k	40k	40k	40k	15k	
MAX VIDEO/ ANIMATION FRAME RATE						24fps	24fps	24fps	24fps					COPY Copy required: 40 Characters Max.
MAX ANIMATION LENGTH						15 secs 4 loops	15 secs 4 loops	15 secs 4 loops	15 secs 4 loops					
VIDEO ALLOWED	No	No	No	No		no/animation only	no/animation only	no/animation only	no/animation only	no/animation only	no/animation only	Yes	No	VIDEO ALLOWED No
NOTES				(a)						(b)	(b)	(c)	(d)	

PhillyVoice.com uses DoubleClick for Publishers (DFP) adserver. Lead time is 2 business days for standard ads and 4 business days for rich media. All rich media must be Internet Advertising Bureau (IAB) compliant and requires approval from PhillyVoice.com. All rich media ads need both an animated and a static creative. Ads not served through PhillyVoice.com ad server (DFP) require a click-through URL. Flash Creative: PhillyVoice.com does not accept flash. Video aspect ratio (recommended) 16:9 / 4:3

NOTES

(a) Mobile Overlay recommended size is 300x300. The standard 300x250 ad size can also be used for the mobile overlay. Max display is 10 seconds and includes a prominent Close [x] button. Overlays are built by PhillyVoice using a client provided image and click through url.

(b) Wallpaper safe areas should be recognized to ensure proper display. Wallpaper leaderboard position safe area is 70 pixels from left and right sides. Wallpaper left and right side unit safe areas are 120 pixels from top of the units. It is recommended that the bottom of left and right sides fade to white.

(c) Desktop Overlay recommended size is 640x360 to display properly based on PhillyVoice audience browser window variations. Desktop Overlay unit size can vary and should not exceed a width of 700px and a height of 520px. Max display is 10 seconds and includes a prominent Close [x] button. Overlays are built by PhillyVoice using a client provided image and click through url.

(d) Logos require a transparent background. This unit is not a display ad served through PhillyVoice ad server (DFP). Sponsorship logos are displayed through PhillyVoice content management system. Click-through URL required.

integrated content checklist

integrated content event listing checklist

ASSET CHECKLIST

ASSET CHECKLIST

CONTENT

PHILLYVOICE.COM CREATED CUSTOM CONTENT:
PhillyVoice will supply partner with developed content following the pre-campaign creative session.

PARTNER SUPPLIED CONTENT: Pre-written content (inclusive of article headline) must be sent in Word, Text, or PDF document. All reference links must be supplied.

CONTENT

PhillyVoice will create event listing article(s) based on supplied partner event details. Please submit event details in Word, Text, or PDF document as well as URL links to active web pages where program details can be extracted.

IMAGES/PHOTOS

All images must be a minimum 700 x 500, 72 dpi or higher, include captions and photo credit details and permissions if not owned media.

IMAGES/PHOTOS

Each integrated content event listing includes one (1) main article photo. Image must be a minimum 700x500, 72 dpi or higher and include photo credit details and permissions if not owned media.

SPONSORSHIP LOGO

195x33, Max load size of 30k
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PARTNER FACEBOOK AND TWITTER SOCIAL HANDLES

Please provide PhillyVoice with approved Facebook and Twitter social handles for branded content tagging.

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PROPOSED SOCIAL MEDIA POST COPY

PhillyVoice will place on social media using internally developed copy to maximize content interest. If partner required brand approved copy, please provide using social media account approved guidelines

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DESIRED PUBLICATION DATE

To ensure proper scheduling, please provide PhillyVoice with requested publication date(s)

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THE WEEKEND

Please supply copy for THE WEEKEND: 40 Characters Max. The approved main article photo will displayed on THE WEEKEND per the approved schedule and will be displayed as 295x255