

MATERIAL DEADLINE

All creative is required to be delivered a minimum of three (3) business days prior to start date to ensure adequate time for testing, implementation, and corrections (if necessary).

WEB BANNER AD SPECIFICATIONS

Acceptable formats: GIF (animated okay), JPG, PNG, generic HTML, HTML5, adtech, Atlas, Bluestreak, CPX, Doubleclick/DFP, Eyeblander, Falk, Kontera, Mediaplex, Open Adstream and Tango Zebra. All colors saved in RGB.

RUN OF SITE

hourdetroit.com, dbusiness.com, detroitdesignmag.com, detroitwed.com

LEADERBOARD: 728 x 90 pixels, 45K max file size

LARGE ISLAND: 300 x 600 pixels, 45K max file size

ISLAND: 300 x 250 pixels, 35K max file size

BILLBOARD: 970 x 250 pixels, 45K max file size

MOBILE LEADERBOARD: 320 x 50 pixels, 30K max file size

SPONSORSHIPS: MAIN LANDING PAGES/SECTION SPONSORS

hourdetroit.com, dbusiness.com, detroitwed.com

LARGE ISLAND: 300 x 600 pixels, 45K max file size

detroitdesignmag.com

ISLAND: 300 x 250 pixels, 35K max file size

NEWSLETTER BANNER AD SPECIFICATIONS

Acceptable formats: JPG, PNG

NEWSLETTERS

Hour Detroit Daily Newsletter

PRESENTING SPONSOR: 600 x 300 pixels, 45K max file size

ISLAND (TIERS 1, 2 & 3): 300 x 250 pixels, 35K max file size

DBusiness Daily News

PRESENTING SPONSOR: 600 x 300 pixels, 50K max file size

CEO, EXECUTIVE, ASSOCIATE: 300 x 250, 35K max file size

AROUND THE D SPONSOR: 600 x 150 pixels, 35K max file size

DBusiness Tech and Mobility News

PRESENTING SPONSOR: 600 x 300 pixels, 50K max file size

CEO, EXECUTIVE, ASSOCIATE: 300 x 250, 35K max file size

DEDICATED EBLASTS

Dedicated eblasts should be either a single image or html formatted for display in email clients. All html must be submitted complete and ready for use; any changes must be completed by the submitting code author.

IMAGE: 600 x 600 pixels (minimum), may not exceed 600 x 1200 pixels. Images can only include one (1) link.

HTML: Should be tested, and reviewed for display in all major email clients prior to submitting.

DIGITAL EDITION LEAD-IN PAGE

PAGE: Must be designed based on the specifications of a print page. Contact your Advertising Coordinator for more information.

VIDEO CONTENT: Must be prepped and delivered in MP4 video format.

RECOMMENDED BITRATE: Between 300-700 kb/s

MAXIMUM FILE SIZE: 100MB

VIDEO DIMENSIONS: Variable, depending on original aspect ratio. MUST fit maximum file size limitation. 16:9 aspect ratio preferred, 720p usually provides satisfactory results.

EMBED LINKS: Links to video providers (YouTube, Vimeo) are okay provided EMBED is allowed in original settings.

RUN TIME: Must run for at least one second.

PROFESSIONAL PROFILES/DIRECTORY LISTINGS

Professionals profiles include up to three (3) images with your annual listing. Images should be a minimum of 500 pixels in either direction.

MISCELLANEOUS INFORMATION

AUDIO EVENTS: Not available.

VIDEO CONTENT: Must be formatted in MP4, according to specifications.

COMPANION POSITIONING: Can be implemented.

EXPANDING/PANELS: Not available.

THIRD PARTY TRACKING: Please inform your Account Manager or Ad Coordinator if third party tracking is requested; each provider requires different parameters or server settings to enable accurate third party tracking.