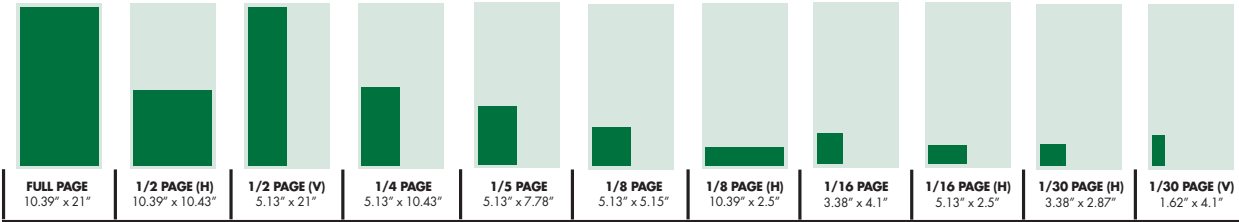


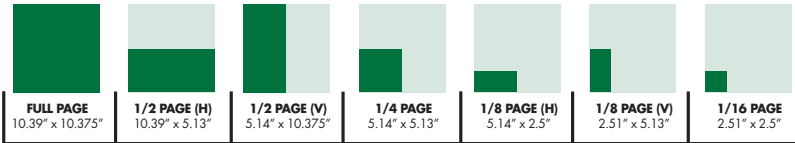
# Guidelines & Specifications

(dimensions are in inches, width x height)

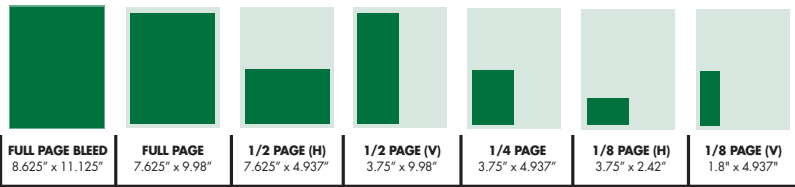
## Newsprint Broadsheet Ad Sizes *daily newspaper*



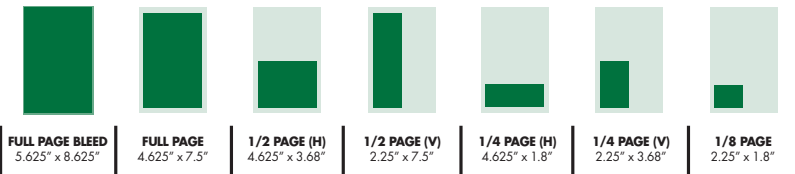
## Newsprint Tabloid Ad Sizes *newsprint product inserted into daily newspaper*



## Magazine Ad Sizes *final trimmed size of this product is 8.375" x 10.875"*

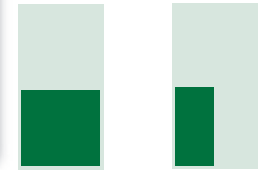


## Digest (booklet) Ad Sizes *final trimmed size of this product is 5.375" x 8.375"*



## Print Sponsored Content:

Showcase your brand and position your business as a specialist by creating engaging content relevant to the audience you want to reach.



**1/2 PAGE**  
(1,000 word count + 1 photo)

**1/4 PAGE**  
(500 word count + 1 photo)

## Digital Ad Sizes

### Preferred Formats:

- We require all formats submitted to be digital (jpg, gif, png, HTML5, Ad Tags).
- SWF flash files not accepted.
- Image resolution is 72 dpi.
- No transparent backgrounds.
- Click URL must be included or via 3rd party ad tag.
- Video files accepted (.mov, .mp4, youtube, vast tags).

### Accepted Ad Delivery:

Email or upload to dropbox.com

Email: [hmartin@streamsidemarketing.com](mailto:hmartin@streamsidemarketing.com)

### Ad Units:

Sponsored Content ad size specifications	Homepage Takeover ad size specifications
728x90	970x90 and/or 970x250
320x50	300x600
300x600	300x250

Asset Type	Size (in pixels)	Recommended Maximum Initial Download File Weight	Recommended Animation Length in seconds
mobile	300x250	40KB	:15
mobile	320x50	40KB	:15
desktop	728x90	40KB	:15
desktop	300x600	40KB	:15
desktop	970x250	40KB	:15
desktop	970x90	40KB	:15
Video Pre-roll	640x480		:15 or :30
Weather Widget	125x50	40KB	JPG or PNG

