

DIGITAL SPECS

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border (3 frames max)
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 business days prior to run date by 3 p.m.

DIGITAL AD SIZES (IBJ.COM & NEWSLETTERS)

**600 x 200 required for responsive (build size: 1200 x 400 px)*

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Half Page*	300 x 600 (build size: 600 x 1200 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

NATIVE AD REQUIREMENTS

- PG Photo or PNG logo
- 200 x 150 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

MOBILE AD REQUIREMENTS

- 300 x 250 pixel only



PREMIUM NATIVE ENGAGEMENT AD REQUIREMENTS

Web Design 1 Specs:

- Logo graphic: 300x250 JPG
- Headline: 120-character max
- Teasers: 180-character max
- Quote: 140-character max
- CTA: 25-character max

Web Design 2 Specs:

- Logo graphic: 300x250 JPG
- Title: 40-character max
- Headline: 100-character max
- Image: 192x120 pixels
- Teaser: 120-character max
- CTA: 35-character max

Newsletter Design 1 Specs:

- Logo graphic: 300x250 JPG
- Title: 95-character max
- Teasers: 100-character max
- Quote: 100-character max
- CTA: 25-character max

Newsletter Design 2 Specs:

- Logo graphic: 300x250 JPG
- Title: 50-character max
- Headline: 75-character max
- Image: 192x120 pixels
- Teaser: 100-character max
- CTA: 35-character max

Website Design 1 Example



Newsletter Design 1 Example



Website Design 2 Example



Newsletter Design 2 Example



*Digital ads are due 3 business days prior to run date by 3 p.m.

DIGITAL SPECS



HOMEPAGE TAKEOVER

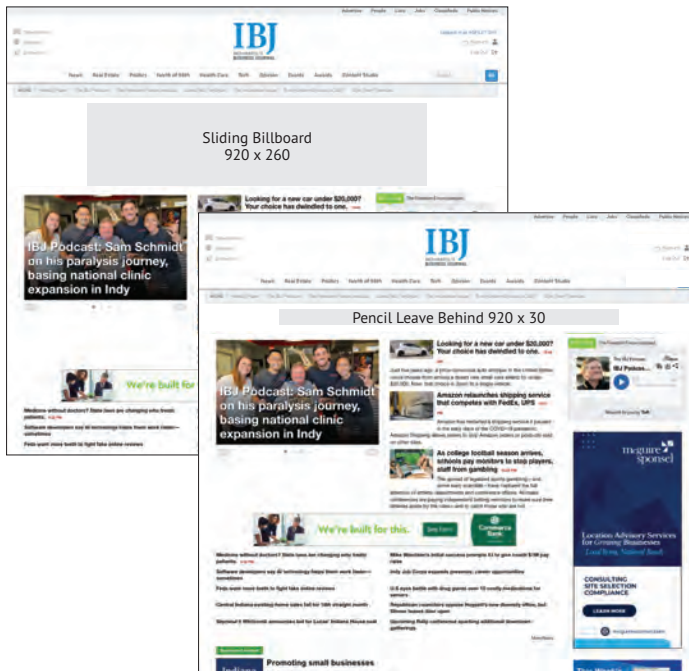
Creative required:

- 300 x 250 (build size: 600 x 500 px)
- 300 x 600 (build size: 600 x 1200 px)
- 728 x 90 (build size: 1456 x 180 px)
- 970 x 250 (build size: 1940 x 500 px)
- 600 x 200 (build size: 1200 x 400 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



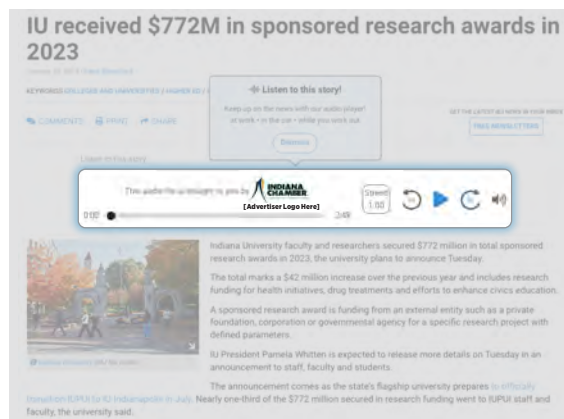
INTERSTITIAL

- Creative required: 640 x 480 (build size: 1280 x 960 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



SLIDING BILLBOARD WITH PENCIL LEAVE-BEHIND

- Premium placement at the top of the home page under the navigation bar
- Creative required: 920 x 260, 920 x 30 (build sizes: 1940 x 520 px, 1940 x 60 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



TEXT-TO-SPEECH

- Client logo (JPG or PNG file)
- Provide URL when submitting ad
- Client message – 100 characters only

Example: This IBJ audio file is brought to you by Rally, The world's largest cross-sector innovation conference.

AUDIO & TV SPECS

AUDIO REQUIREMENTS (RADIO & PODCASTS)

Product	Size/Time
WIBC + Affiliates	:30 Spot
WIBC Promo (intro before the report)	Live Read (15-18 words)
WIBC + Affiliates Tag (leads into the report)	Live Read ("Brought to you by X")
NPR Affiliates Underwriting*	:15 Spot

WIBC Network 30-Second Radio Spot Specs

REQUIREMENTS Audio specs: MP3 | Stereo | 48kHz sample rate | Length: Must be exactly 30-seconds

Radio tags should be formatted as: "Brought to you by ..."

(*NPR requirements: sponsorship copy may be edited in order to meet public radio guidelines.)

New creative due Wednesday prior to air date

IIB will create an audio spot for \$100

TV REQUIREMENTS

Product	Size/Time
WTTV-TV (CBS4) 8 + Affiliates	:30 Spot
WTTV-TV (CBS4) 8 Spot	:15 :30 Spot
Lower Third Graphic (Snipe)*	:10 Animated Banner

*Snipes are graphics in the lower third of the screen. They appear in-content once per show.

New creative due Monday prior to air date

TV Spot Specs

REQUIREMENTS Video: HD 1920x1080 MPEG-4 or H.264 FPS: 29.97 minimum Audio: MP3 or AAC Stereo | 16dB peak level Length: Must be exactly 29.97-seconds or 14.97-seconds