

# Advertising Specifications

for Alabama Media Group Properties

## PRINT

The Birmingham News

The Huntsville Times

Press-Register

Birmingham Magazine

## DIGITAL

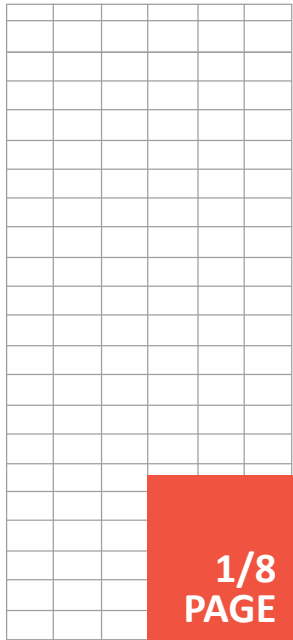
Standard Display

High Impact

Video

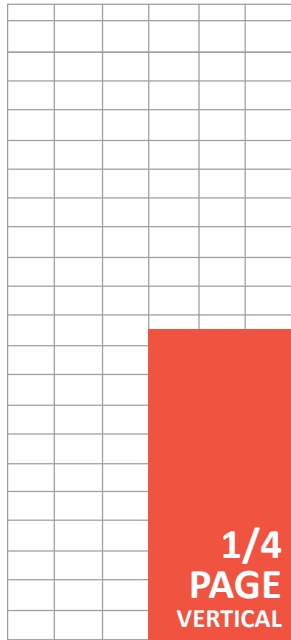
# BROADSHEET AD SIZES

The Birmingham News & The Huntsville Times



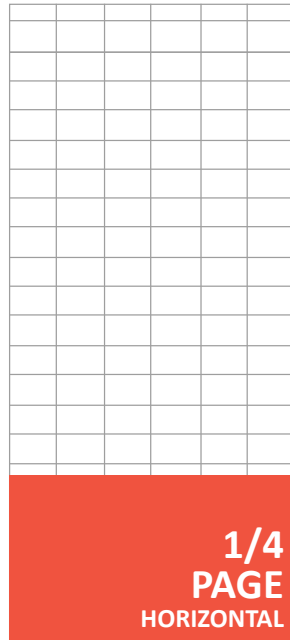
**1/8  
PAGE**

4.87 x 5.5



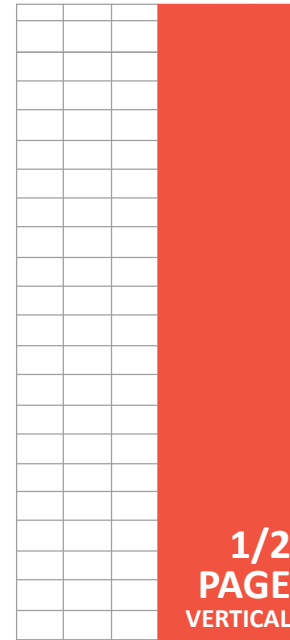
**1/4  
PAGE  
VERTICAL**

4.87 x 10.5



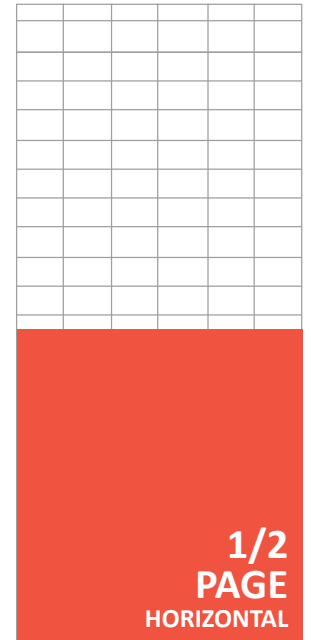
**1/4  
PAGE  
HORIZONTAL**

9.87 x 5.5



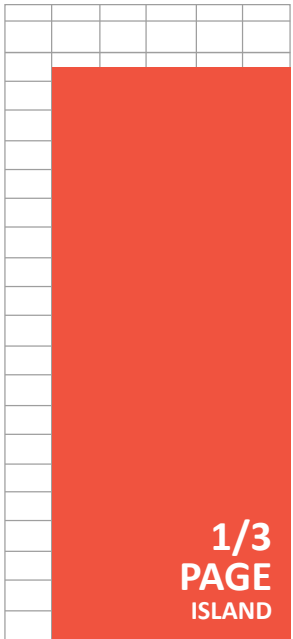
**1/2  
PAGE  
VERTICAL**

4.87 x 21.5



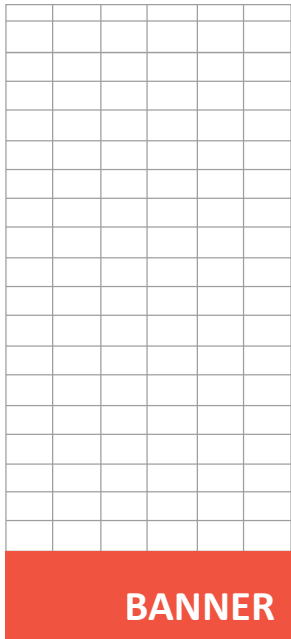
**1/2  
PAGE  
HORIZONTAL**

9.87 x 10.5



**1/3  
PAGE  
ISLAND**

8.18 x 19.5



**BANNER**

9.87 x 3



**FULL PAGE**

9.87 x 21.5



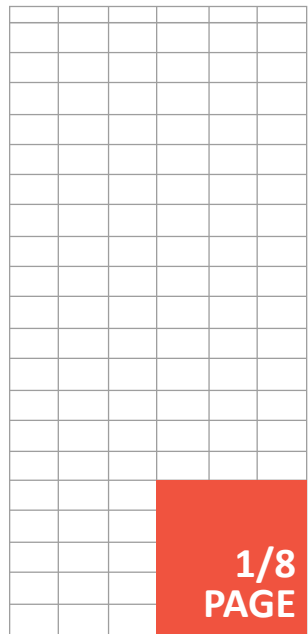
**TWO PAGE  
SPREAD**

20.5 x 21.5

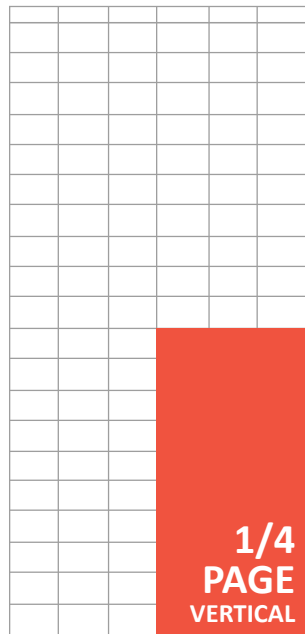


# BROADSHEET AD SIZES

# PRESS-REGISTER



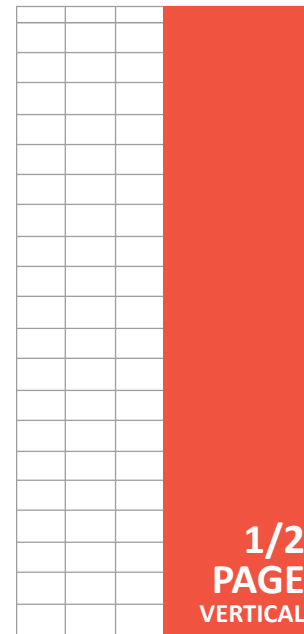
4.87 x 5



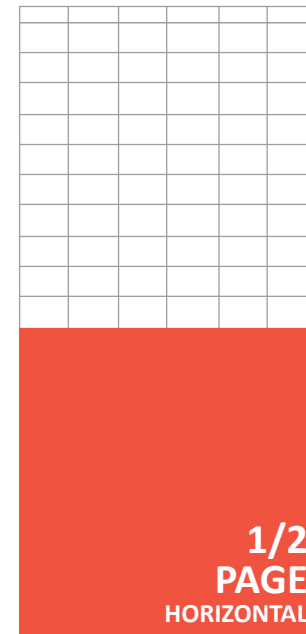
4.87 x 10



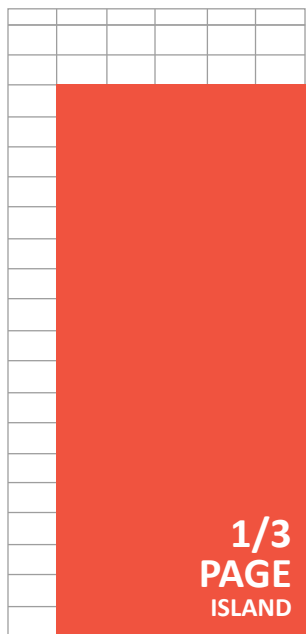
9.87 x 5



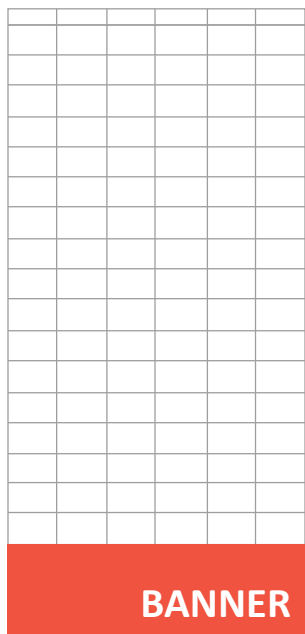
4.87 x 20.13



9.87 x 10



8.18 x 18



9.87 x 3

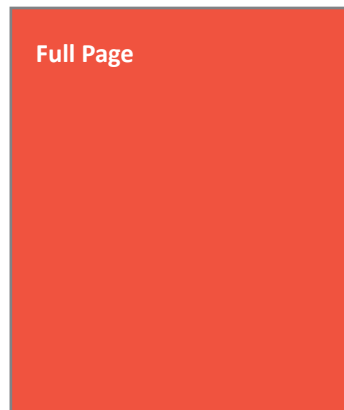
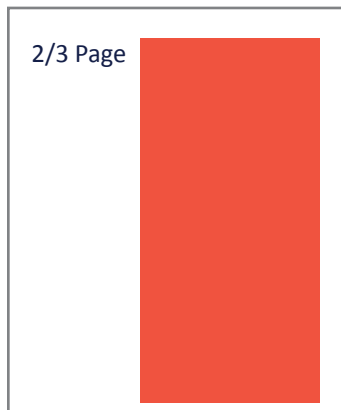
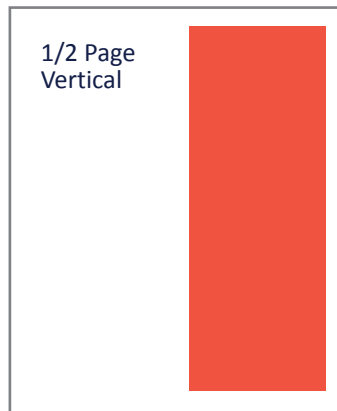
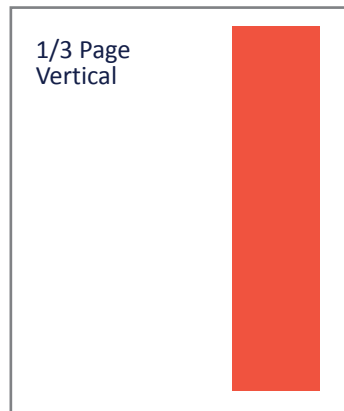
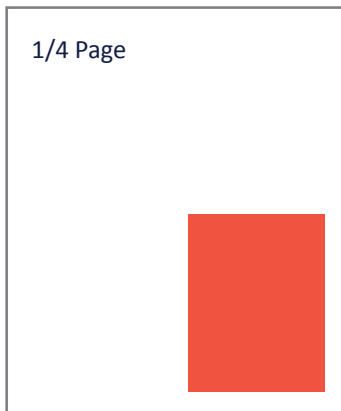
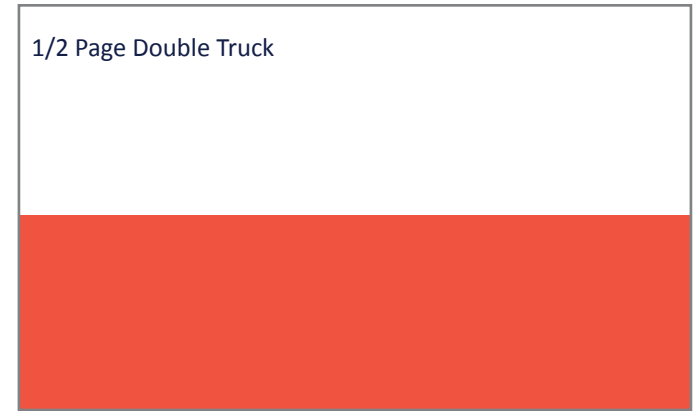
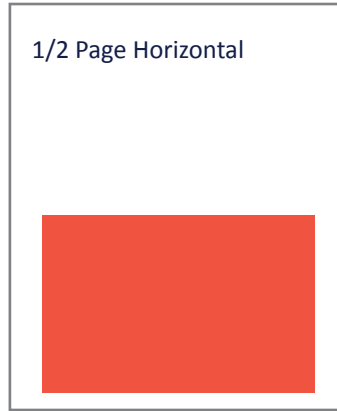
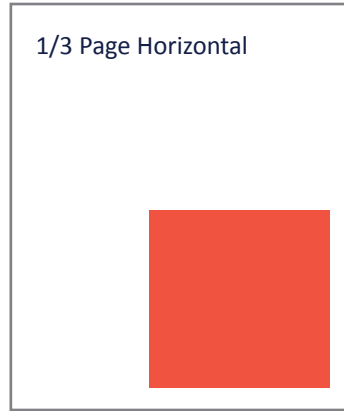
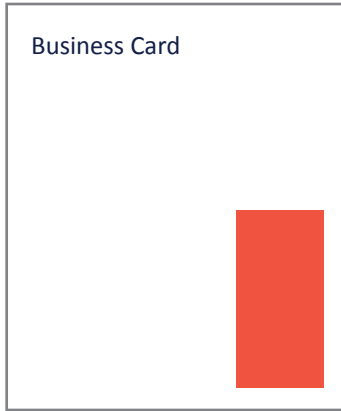


9.87 x 20.13



20.5 x 20.13





Ad Size	Live Area	Trim Size	Bleed
Business Card	2.25 x 4.875		
1/4 Page, No Bleed	3.5 x 4.875		
1/3 Page Horizontal	4.625 x 4.875		
1/3 Page Vertical	2.25 x 10		
1/2 Page Horizontal	7 x 4.875	8.375 x 5.4375	8.625 x 5.5625
1/2 Page Vertical	3.5 x 10	4.1875 x 10.875	4.4375 x 11.125
Half Page Double Truck	16.25 x 5		17 x 5.5625
2/3 Page	4.625 x 10		
Full Page	7.375 x 10	8.375 x 10.875	8.625 x 11.125
Double Truck	16.25 x 10		

*(Trim +.125" bleed on all sides)*

# STANDARD DISPLAY



Ad Name	Ad Size	Max File Size	Animation	Formats Accepted
Leaderboard	728x90	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Rectangle (Story)	300x250	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Half Page	300x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Skyscraper	160x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Mobile Banner	320x50	60k	no	JPG, GIF, HTML5, 3rd Party Tags
Sponsor	170x30	12k	no	JPG, GIF, PNG
Badge Section Sponsor	120x60	12k	no	JPG, GIF, PNG

# RICH MEDIA GUIDELINES

Examples are:  
3rd party tags • HTML5 • RRM tags

Ad Name	Ad Size	Expansion Size	Max Initial File Size	Max Polite File Size	Max User Initiated Video Size	Max Video Length
Leaderboard	728x90	728x315	200k	100k	2.2MB	30 sec.
Rectangle (Story)	300x250	600x250	200k	100k	2.2MB	30 sec.
Half Page	300x600	600x600	200k	100k	2.2MB	30 sec.
Tile (Mobile)	320x50	320x416	200k	100k	2.2MB	30 sec.

[VIEW THE IAB STANDARDS](#)

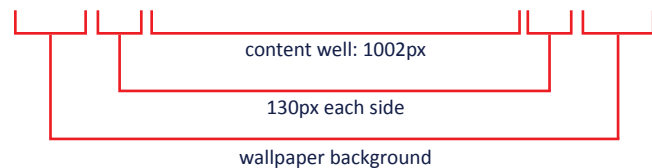


A wallpaper is a tile or single image placed on the background of the AL.com homepage, that occupies the area to the right and left of the content well. The wallpaper serves as a companion enhance the leaderboard and rectangle roadblock. **Available on desktop only.**

Ad Dimensions	Format	Max File Size	Animation?
1680 x 1600	Jpeg Only	100k	No

## BEST PRACTICE

- No animation
- No design that references content areas on the page or mimics content
- The center content well plus the white space on either side of it equals 1002px. This will leave roughly 130px on either side of the well. It is advised to not include important content or copy outside of this area, as it could be cut off depending on the users' screen resolution.



DOWNLOAD TEMPLATE



The billboard is a 970x250 banner ad placed at the top of a web page that provides a large canvas for rich creative executions. The ad opens expanded with a close button allowing the user to close the ad. As the ad is collapsed, the page content flows back into the space previously occupied by the banner. A residual button remains enabling the user to view the ad again.

[VIEW A LIVE DEMO](#)

[VIEW THE IAB STANDARDS](#)

<b>Expanded Size</b>	970 x 250
<b>Collapsed Size</b>	196 x 31
<b>Max Initial File Size</b>	200k
<b>Max Polite File Size</b>	1 MB
<b>Formats Include</b>	3rd party tags, HTML5, iframe friendly tag

### Animation/ Video

- 15 sec max length (unlimited user-initiated)
- Minimum 24 fps
- 1.1 MB additional file size allowed for host-initiated video
- Unlimited file size for user-initiated video

### Audio Initiation

Must be user initiated (on click: mute/un-mute); default state is muted

### Minimum Required Controls

Close X collapses ad 100% when clicked, with “show ad” button available that expands ad upon click.

Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)



The IAB Filmstrip enables enhanced creative storytelling capabilities within a single ad creative. The user is guided through a series of interactive rich media panels including video, animations, downloads, store locators and other information. Simple engagement features – scroll, click, hover, and touch – allow the user to explore all 5 segments of the 300x3000 creative. For desktop only.

[VIEW A LIVE DEMO](#)

[VIEW THE IAB STANDARDS](#)

<b>Each Segment Size</b>	300 x 600
<b>Total Size</b>	up to 300 x 3000 or total of five segments
<b>Max Initial File Size</b>	200k
<b>Max Polite File Size</b>	300k
<b>Expansion</b>	no
<b>Formats Include</b>	3rd party tags, HTML5, iframe friendly tag

### Animation/ Video

- 15 sec max length (unlimited user-initiated)
- Minimum 24 fps
- 1.1 MB additional file size allowed for host-initiated video
- Unlimited file size for user-initiated video

### Audio Initiation

Must be user initiated (on click: mute/un-mute);  
default state is muted

### Minimum Required Controls

Video must include: Play, Pause, Mute (volume control to zero (0)  
output may be included instead of or in addition to Mute control)





The IAB Portrait ad is a 300x1050 banner ad unit that allows various interactive features to be placed in a large canvas. The ad can contain video, images and other content that engages the user with great visuals and takes up sufficient space to get the user's attention. For desktop only.

[VIEW A LIVE DEMO](#)

[VIEW THE IAB STANDARDS](#)

<b>Ad Size</b>	300 x 1050
<b>Max Initial File Size</b>	200k
<b>Max Polite File Size</b>	300k
<b>Expansion</b>	no
<b>Formats Include</b>	3rd party tags, HTML5, iframe friendly tag

### Animation/ Video

- 15 sec max length (unlimited user-initiated)
- Minimum 24 fps
- 1.1 MB additional file size allowed for host-initiated video
- Unlimited file size for user-initiated video

### Audio Initiation

Must be user initiated (on click: mute/un-mute); default state is muted

### Minimum Required Controls

Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

Other controls dependent on applications used. See style guide for control details, styles and specifications.

Similar to the sliding billboard, this 970x90 ad unit will auto expand 1x/day to a 970x415. The expansion can contain several types of content, apps, video and other rich media elements. The ad unit displays in contracted state (970x90) on subsequent loads.

[VIEW A LIVE DEMO](#)

[VIEW THE IAB STANDARDS](#)

<b>Collapsed Size</b>	970 x 90
<b>Expanded Size</b>	970 x 415 Auto expansion 7 seconds once per unique user
<b>Max Initial File Size</b>	200k
<b>Max Polite File Size</b>	300k
<b>Formats Include</b>	3rd party tags, iframe friendly tag

#### Animation/ Video

- 15 sec max length (unlimited user-initiated)
- Minimum 24 fps
- 1.1 MB additional file size allowed for host-initiated video
- Unlimited file size for user-initiated video

#### Audio Initiation

Must be user initiated (on click: mute/un-mute); default state is muted

#### Minimum Required Controls

Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control) Other controls dependent on modules used. See style guide for control details, styles and specifications.

Close button on expanded pushdown

Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click



## IN-STORY

InStory Video Ads display on article pages. The ad will load automatically, only if a user scrolls down the page. On Desktop, audio will initiate on mouse over.

<b>Max File Size</b>	5 MB
<b>Min Resolution</b>	640 x 360
<b>Max Resolution</b>	1920 x 1080
<b>Aspect Ratio</b>	16:9
<b>Video Format</b>	mp4 or mov
<b>Codec</b>	any
<b>Length</b>	15 or 30 seconds recommended

Online Conversion tool found [HERE](#)

[VIEW A LIVE DEMO](#)

## PRE-ROLL

<b>Max Ad Length</b>	Up to 30 Seconds
<b>Max File Size</b>	PLAYTIME: 100MB max upload
<b>Unit Size</b>	400x300 or larger (video player size); actual player size varies in a live environment
<b>Resolution</b>	960x540px (16:9)
<b>Ad Format</b>	MP4 or FLV or WebM
<b>Video Bit Rate</b>	1-2MB
<b>Audio Code</b>	Audio Initiated
<b>Frame Rate</b>	24-25 FP
<b>1x1</b>	Available
<b>Rich Media Enabled</b>	Yes
<b>Codec</b>	H.264



YouTube video ad format that plays the ad before or during a YouTube video and allows the user to view the ad or skip it after 5 seconds.

An optional 300x60 static display ad that might be served while an in-stream video ad is playing.

## MORE INFORMATION

<b>Minimum Video Length</b>	12 seconds recommended (in order for public viewcounts to be incremented)
<b>Max Video Length</b>	Less than 3 minutes recommended
<b>Max File Size</b>	1 GB
<b>Resolution</b>	640x360 (16:9) or 480x360 (4:3) recommended
<b>Aspect Ratio</b>	Native aspect ratio without letter-boxing (examples: 4:3, 16:9)
<b>Frame Rate</b>	30 FPS
<b>Preferred Video Codec</b>	H.264, MPEG-2, or MPEG-4
<b>Preferred Audio Codec</b>	MP3 or AAC
	<ul style="list-style-type: none"><li>• Must be uploaded to YouTube (send video URL)</li><li>• Must allow embedding</li><li>• Must be public or unlisted</li><li>• True streaming is not allowed.</li></ul>
<b>Optional Companion Ad</b>	300x60 JPG, static GIF, or PNG 300x250 video wall will show on YouTube if no companion ad is provided.