

Advertising Specifications

for Alabama Media Group Properties

PRINT

The Birmingham News

The Huntsville Times

Press-Register

Birmingham Magazine

DIGITAL

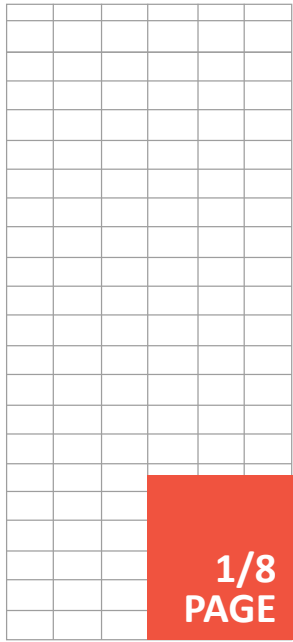
Standard Display

Video



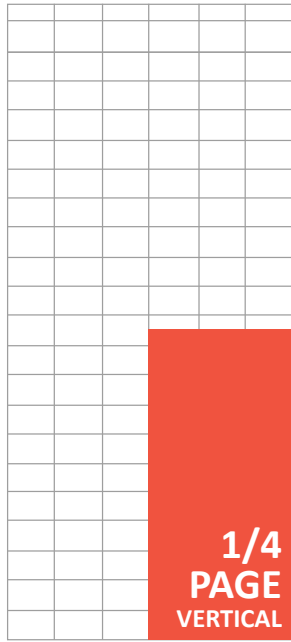
BROADSHEET AD SIZES

The Birmingham News & The Huntsville Times



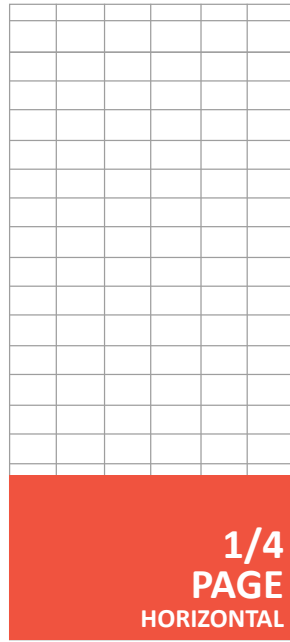
**1/8
PAGE**

4.87 x 5.5



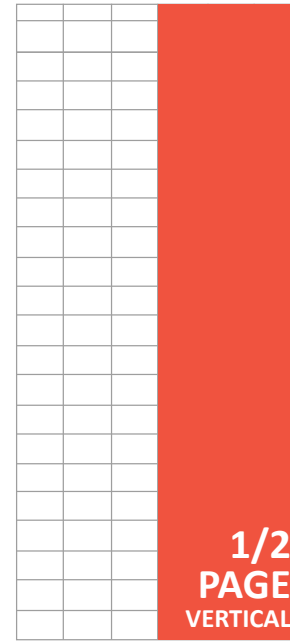
**1/4
PAGE
VERTICAL**

4.87 x 10.5



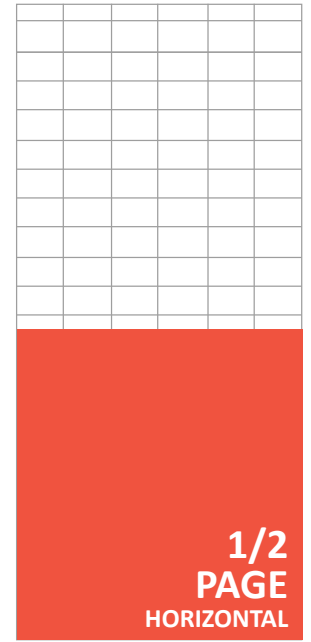
**1/4
PAGE
HORIZONTAL**

9.87 x 5.5



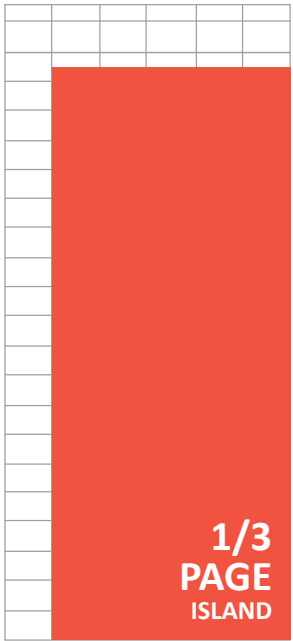
**1/2
PAGE
VERTICAL**

4.87 x 21.5



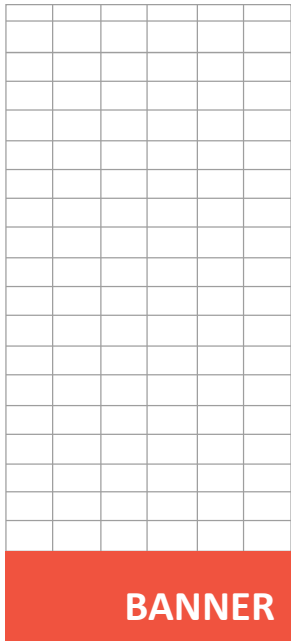
**1/2
PAGE
HORIZONTAL**

9.87 x 10.5



**1/3
PAGE
ISLAND**

8.18 x 19.5



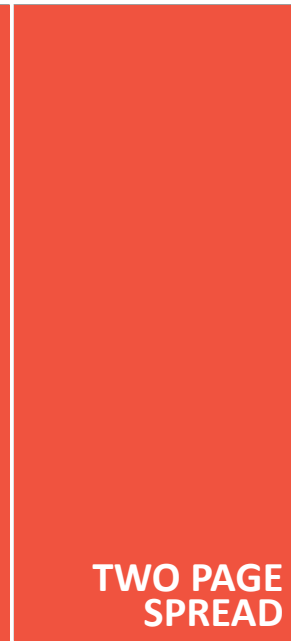
BANNER

9.87 x 3



FULL PAGE

9.87 x 21.5



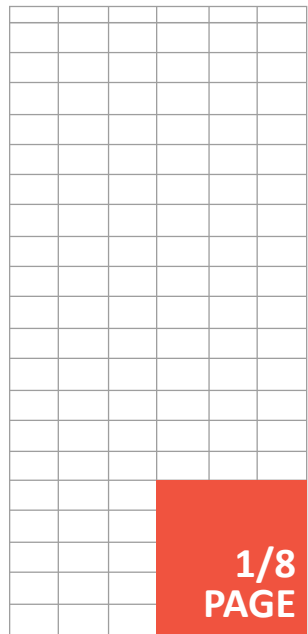
**TWO PAGE
SPREAD**

20.5 x 21.5

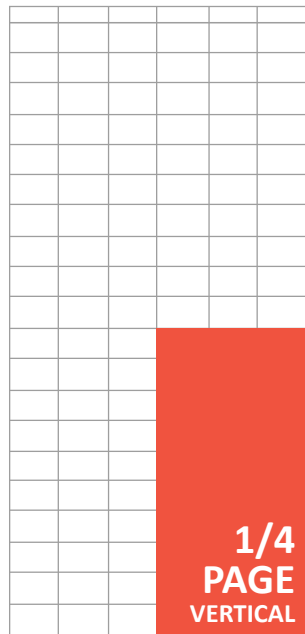


BROADSHEET AD SIZES

PRESS-REGISTER



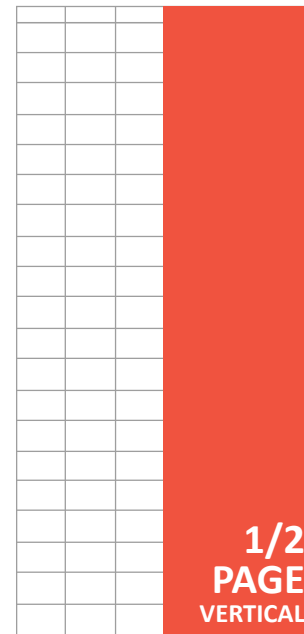
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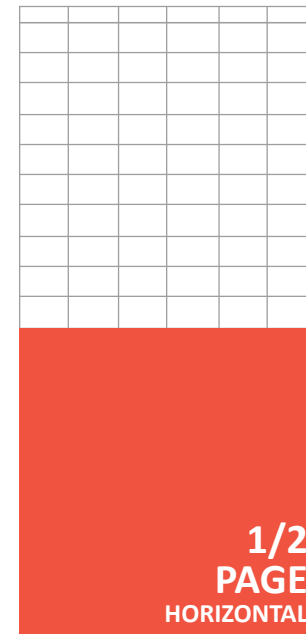
4.87 x 10



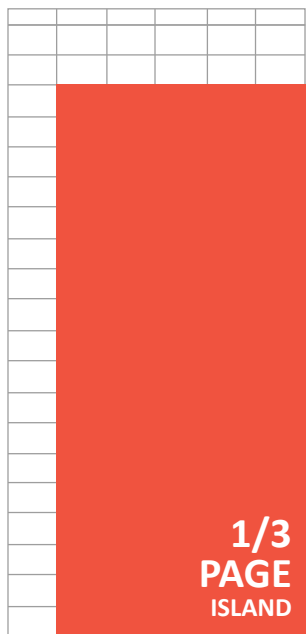
9.87 x 5



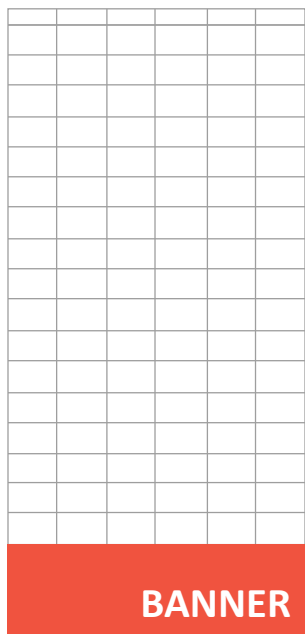
4.87 x 20.13



9.87 x 10



8.18 x 18



9.87 x 3



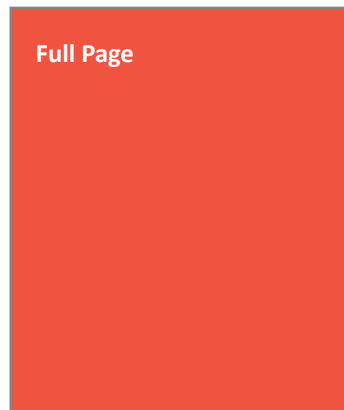
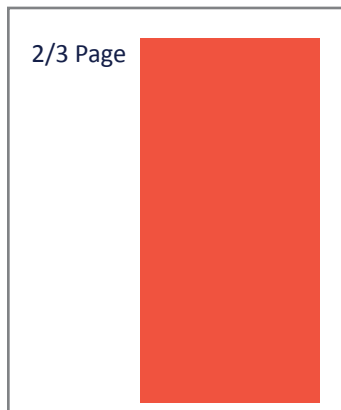
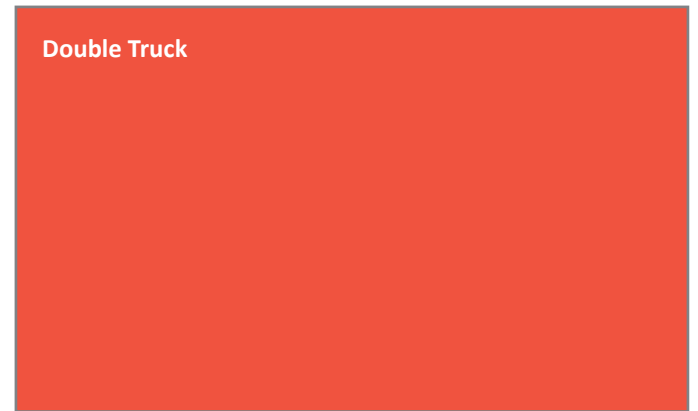
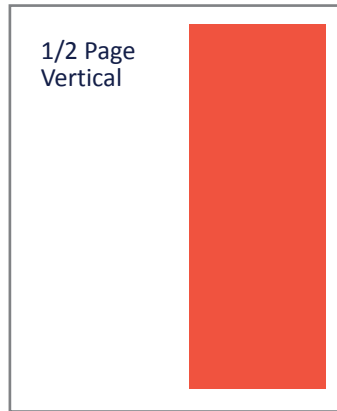
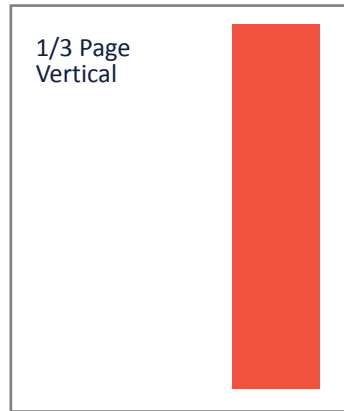
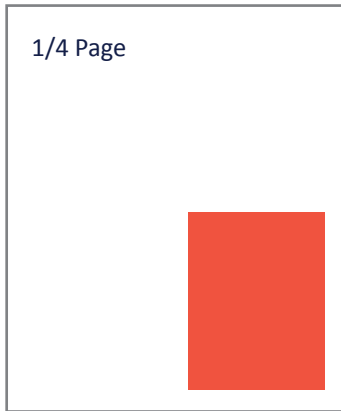
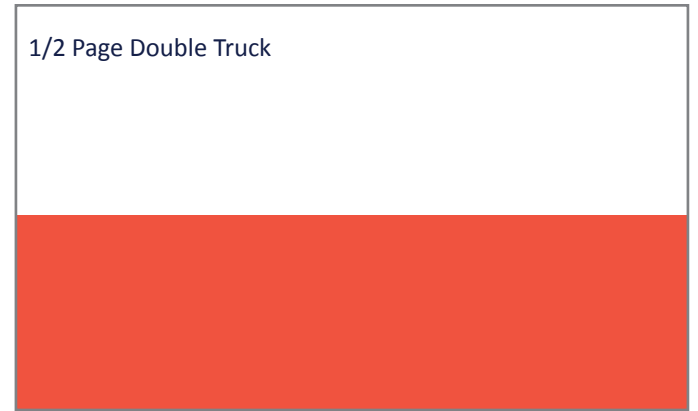
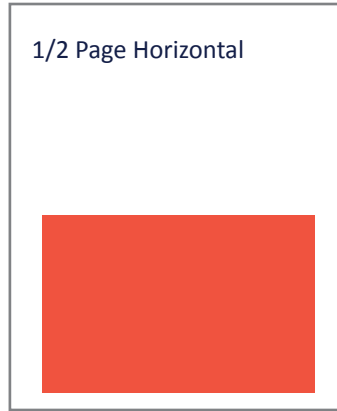
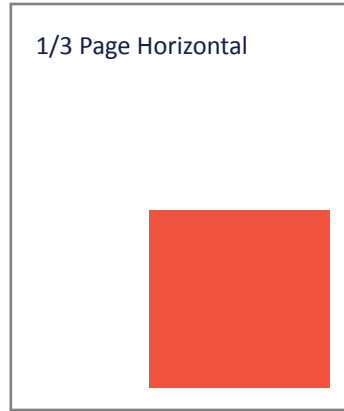
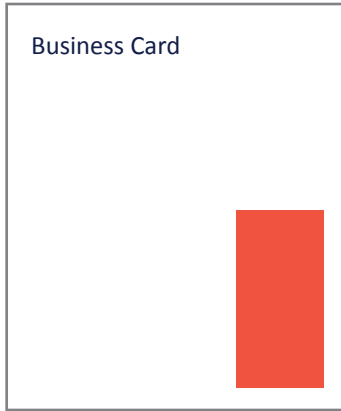
9.87 x 20.13



TWO PAGE SPREAD

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 (Network Only)	160x600	60k	yes - 15 sec.	JPG, GIF, PNG, HTML5, 3rd Party Tags
Mobile Banner	320x50	60k	no	JPG, GIF, HTML5, 3rd Party Tags
Mobile Adhesion	320x50	60k	yes - 15 sec.	JPG, GIF, HTML5

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](#)



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.

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

Online Conversion tool found [HERE](#)

VIEW A **LIVE DEMO**

PRE-ROLL

Available on Extended Network only.

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

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