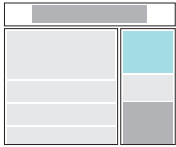


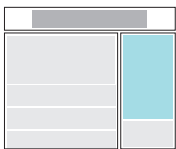
STANDARD LEADERBOARD (NEED BOTH DESKTOP & MOBILE SIZES)

- Desktop Leaderboard: 728w x 90h pixels
- Mobile Leaderboard: 320w x 50h pixels
- Expandable Leaderboard: Collapsed 728w x 90h pixels, Expanded 728w x 315h pixels, Fallback image 728w x 90h pixels



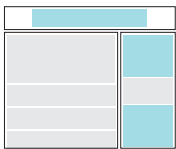
STANDARD BIG BOX

- Standard Big Box: 300w x 250h pixels
- Expandable Big Box: Collapsed 300w x 250h pixels, Expanded Flash 600w x 250h, Fallback image 300w x 250h



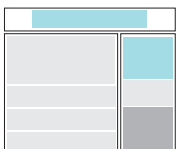
STANDARD DOUBLE BIG BOX

- Static Double Big Box: 300w x 600h pixels
- Expandable Double Big Box: Collapsed 300w x 600h pixels, Expanded maximum: 600w x 600h, Fallback image 300w x 600h pixels



HOMEPAGE OR SECTION TAKEOVER

- Leaderboard, 1 Double Big Box & 3 Big Boxes

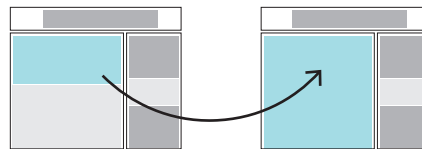


COMPANION

- 1 Leaderboard & 1 Big Box

FEATURED PARTNER

- Logo: Max. width: 150px, Max. height: 50px, min. 72 dpi. Accepted formats: .jpg/.png/.gif
- Headline copy: maximum 80 characters
- Brief intro summary: one sentence, maximum 120 characters
- Up to 3 images: 72 dpi (max), 1500w x 1000h pixels (min), .jpg,.png, .gif
- Edited body copy: maximum 500 words - copy should mimic the style and voice of editorial on site
- Please provide the web URL and any social media links that should be included in call-to-action
- Companion display ads to fill the ad spots on the article page - please send up to 3 of each size: 300w x 250h pixels, 728w x 90h pixels (desktop), 320w x 50h pixels (mobile)



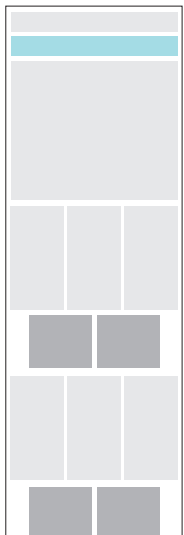
REQUIREMENTS

- Recommended file size 200kb, RGB, 72 dpi, .jpeg, .png, or .gif.
- Third-party server accepted.
- No sound.
- Please include URL separately with file submission if not built into file.
- Expandable creatives must be supplied as 3rd party server.
- Must ensure "click-through tags" are correctly built and working.
- Flash files are not supported. HTML5 files are recommended.

RECOMMENDATIONS

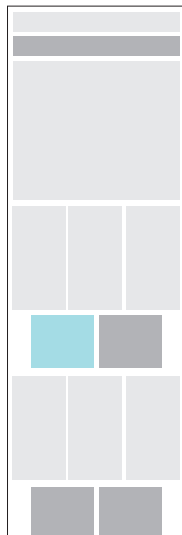
Maximum 25 words and minimum 12-point font for legibility.

NEWSLETTER PRODUCTION SPECIFICATIONS



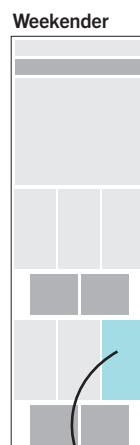
STANDARD LEADERBOARD

- 728w x 90h pixels



STANDARD BIG BOX

- 300w x 250h pixels



Weekender



Food / Shopping

FEATURED PARTNER LISTING

DIGITAL PRODUCTION CONTACT:

webads@AvenueCalgary.com
(403) 232-7717

REQUIREMENTS

- Max file size 150kb, RGB, 72 dpi, .jpeg, .png, or .gif.
- Include the URL you would like your ad to click through to.
- Third-party server, .swf and html5 files not accepted.

RECOMMENDATIONS

Maximum 25 words and minimum 12-point font for legibility.