# DIGITAL SPECS: DISPLAY ADS

## AD SIZES:

**BIG BOX**
- 300w x 250h pixels

**PREMIUM BIG BOX**
- 300w x 600h pixels

**LEADERBOARD (SUBMIT BOTH SIZES):**
- Desktop size: 728w x 90h pixels
- Collapsed size for mobile: 320w x 50h pixels

**PREMIUM LEADERBOARD (SUBMIT BOTH SIZES):**
- Desktop size: 970w x 180h pixels
- Collapsed size for mobile: 320w x 270h pixels

## AD COMBINATIONS:

**MIXED AD UNITS:**
- Includes any combination of the following ad units (in pixels): 300x250, 728x90, 320x50

**PREMIUM MIXED AD UNITS**
- Includes any combination of the following ad units (in pixels): 300x600, 970x180, 320x270

**SECTION TAKEOVER**
- Includes:
  - 3 big boxes
  - 1 leaderboard (send both sizes)
  - 1 premium big box

## DEADLINES:

**CLIENT SUPPLIED:**
- Ad creative and URL due 3 business days prior to start date.

**AD BUILDS:**
- Content due 7 business days prior to start date.

**PRODUCTION SPECS:**
- 72 DPI
- RGB
- Recommended file size: 40KB (if image quality is compromised, we can accept up to 200KB)
- JPG, PNG, GIF.
- 3rd party tags are acceptable for website ads only. Our **e-newsletters cannot accommodate** HTML5, flash ads or 3rd party server tags.
- URL for ad to link to

**AD BUILDS:**

Submit the following:
- Logo (72 dpi)
- At least 1 image (feel free to send more than one).
- Copy you would like included (25 words or less)
- URL for ad to link to

# DIGITAL SPECS: SOCIAL MEDIA

**All social content is due 3 business days prior to post date**

## INSTAGRAM SPONSORED POST

- Announce a location, feature, or item to the Avenue audience.
- Instagram message must be approved prior to posting.
- We recommend a maximum of 5-10 hashtags
- Maximum 3 images maximum per post, or 1 video (we recommend photos rather than ads to allow for higher engagement.)
- Caption: Optimal length is 125-150 characters.
- Image size: 1080 x 1080 px (1:1 aspect ratio).
- File types: .jpg, .png, or .mp4
- Recommended file size: 30MB.
- Please add @avenuemagazine as a business partner on your Instagram page to allow us to tag the post as a paid partnership.

## INSTAGRAM SPONSORED STORIES

- Caption: not available, any text must be part of the image file.
- Image size: 1080 x 1920 px (9:16 aspect ratio).
- File types: .jpg, .png, or .mp4
- Maximum file size: 30MB.
- Content is visible for 5 seconds
- Maximum of 3 slides. If sending a video file instead of an image, it must be less than 45 seconds.
- Please include a link to swipe up
- Please add @avenuemagazine as a business partner on your Instagram page to allow us to tag the post as a paid partnership.

## AVENUE FACEBOOK SPONSORED MESSAGE

- We recommend a message of approximately 250 characters
- Facebook requires we tag all sponsored content as a partnership, so please let us know what Facebook page you would like us to tag, and ensure we have business partner permissions under your Facebook page settings.
- You may submit a web url (if you would like it included in your message). Please note: when a URL is included in your message, an image is automatically pulled from the landing page that it is linking to. You can choose to attach an image with your message instead of a web URL (optimal size is 1200w x 630h pixels).
- Your Facebook message must be approved by our Web editor, so once submitted, we will take care of getting that approval

## TWITTER SPONSORED MESSAGE

- Your Twitter message is composed of 280 characters or less, and must include "#sponsored" at the end of the message. (Since "#sponsored" is included in your character count, your message needs to be 270 characters or less).
- If you'd like to run a web URL, this comes out of your total character count (Please subtract 22 characters for each web URL, 23 characters for each secure web URL).
- Your Twitter message must be approved by our Web Editor prior to posting, so once submitted, we will take care of getting that approval.

# DIGITAL SPECS: FEATURE PARTNER

## CLIENT WRITTEN

**The below content is due 5 business days prior to start date of article.**

- **Logo:**
  - Max. width: 150px, Max. height: 50px, min. 72 dpi.
  - Accepted formats: .jpg, .png, .gif
- **Headline copy:**
  - Up to 80 characters
- **Brief intro summary:**
  - One sentence, up to 120 characters
- **Up to 3 images:**
  - Min. 72 dpi, 1500w x 1000h pixels.
  - Accepted formats: .jpg, .png, .gif.
- **Edited Body copy:**
  - Up to 500 words. Copy should mimic the style and voice of editorial on site.
- **URL**
- **Social media links**
- **Companion display ads:**
  - Send up to 3 of each size: 300w x 250h pixels, 728w x 90h pixels (desktop), 320w x 50h pixels (mobile)

## RPM CONTENT STUDIO WRITTEN

**15 business days/3 week turnaround for RPM written articles.**

**DUE 15 BUSINESS DAYS PRIOR TO START DATE:**

- Intake form: https://forms.clickup.com/f/88y2q-455/AD15EFHGHK7GO57CA4
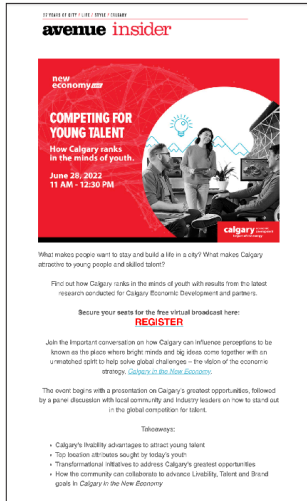- You can copy & paste the above link into your web browser.

**DUE 5 BUSINESS DAYS PRIOR TO START DATE:**

- **Logo:**
  - Max. width: 150px, Max. height: 50px, min. 72 dpi.
  - Accepted formats: .jpg, .png, .gif
- **Up to 3 images:**
  - Min. 72 dpi, 1500w x 1000h pixels.
  - Accepted formats: .jpg, .png, .gif.
- **URL**
- **Social media links**
- **Companion display ads:**
  - Send up to 3 of each size: 300w x 250h pixels, 728w x 90h pixels (desktop), 320w x 50h pixels (mobile)

**!** **For companion display ad specs, please refer to the 'display ad' specs listed on the DIGITAL SPECS: DISPLAY ADS page.**
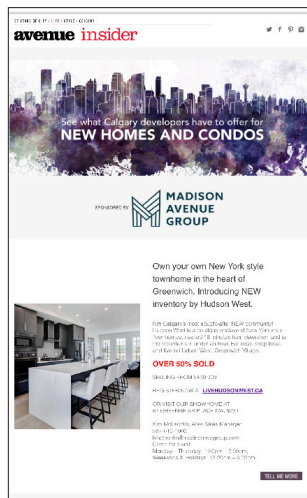
# DIGITAL SPECS: SPECIALTY NEWSLETTERS



## INSIDER

 **Due 3 business days prior to start date**

- 700w pixels. Height is flexible (up to 1720h px max.)
- 72 DPI, RGB
- File size: 200KB or less
- File format: JPG, GIF, or PNG are acceptable. Please note, we cannot accommodate flash files.

- URL
- Subject line (if you want something specific)
- Please ensure that the creative has a message focused around an event, or includes an exclusive invitation, offer or promotion for our readers.

## NEW HOME & CONDO SHOWCASE



 **Due 3 business days prior to start date**

- One image: 300px square, 72dpi.
- Acceptable formats: .jpg, .png, .gif
- Title/name of project or show suite
- 50 words describing project or show suite

- JPG, GIF, or PNG are acceptable.
- Please include the url that you would like your ad to link to.

# DIGITAL SPECS: VIDEO

**Due 3 business days prior to start date**

## OUTSTREAM REGULAR

- File types: MP4 or VAST XML tag
- Maximum file size is 400MB
- Video must be a maximum of 60 seconds (15-30 sec is ideal)
- Maximum video width is 1080 px (pixels) wide.
- Tracking available, desktop & mobile
- URL for video to link to

## OUTSTREAM + LEAVE-BEHIND BANNER SPECS

- File types: MP4 or VAST XML tag
- Maximum file size is 400MB
- Video must be a maximum of 60 seconds (15-30 sec is ideal)
- Maximum video width is 1080 px (pixels) wide.
- Tracking available, desktop & mobile
- URL for video to link to
- Leave-behind banner (300w x 250h pixels recommended) appears after the video completes.

## OUTSTREAM + FOOTER BANNER SPECS

- File types: MP4 or VAST XML tag
- Maximum file size: 400MB
- Video must be a maximum of 60 seconds (15-30 sec is ideal)
- Maximum video width:  1080 px (pixels) wide.
- Tracking available, desktop & mobile
- URL for video to link to
- Footer banner (728w x 90h pixels recommended) appears after the video completes.

## NATIVE

- **Brand Name** (exactly how you'd like it to appear)
- **Long headline/body:**
  - Headline copy up to 80 characters
- **Brief intro summary:**
  - One sentence, up to 120 characters

- **Short headline/body:**
  - Headline copy up to 25 characters
- **Brief intro summary:**
  - One sentence, up to 90 characters
- **Logo**
  - Accepted formats: .jpg/.png (1:1)

- **Creative type:**
  - Image (.png/.jpg) or Video (.mp4)
- **URL for video to link to**
- **Event tracking links are optional but can be provided**

## CAROUSEL AD

- Up to 10 tiles, with a video (mp4) or static image shown in the first tile.
- Set up sheet

# DIGITAL SPECS: BRACKETS & CONTESTS

## AVENUECALGARY.COM CONTEST

**Due 5 business days prior to start date**

- **Logo:**
  - Max. 300 px wide. 72 dpi.
  - Accepted formats: .jpg, .png, .gif
- **Headline copy:**
  - Up to 60 characters
- **Brief intro summary:**
  - One sentence
  - Up to 75 characters
- **A detailed prize description**
- **1 image**:
  - 72 dpi.
  - Minimum of 1000 px wide.
  - Accepted formats: .jpg, .png, .gif.
- **Prize value**
- **Any blackout dates or other prize restrictions**
- **Social media links if applicable (URLs, and any hashtags you'd like used in the campaign)**
- **Qualifying/lead generating question to appear when entrant registers (multiple choice preferred)**

## SPONSORED BRACKET

**Due 5 business days prior to start date**

- **Logo:**
  - Max. 300 px wide. 72 dpi.
  - Accepted formats: .jpg,.png, .gif
- **Qualifying/lead generating question to appear when entrant registers (multiple choice preferred)**
- **Companion ads for bracket article page:**
  - Big boxes (up to 3), 300w x 250h pixels,
  - Leaderboards (1 of each size) - 728w x 90h pixels and 320w x 50h pixels.
  - There's also a spot to include a 728x90 leaderboard on the bracket, they can be different creative.
  - Refer to additional ad specs on p.4.

**!** **For companion display ad specs, please refer to the 'display ad' specs listed on the DIGITAL SPECS: DISPLAY ADS page.**

# DIGITAL SPECS: ENHANCED LISTINGS

## ENHANCED LISTING

**Due 5 business days prior to start date**

- **Required Fields:**
  - Photo or logo (800 x 450px – Landscape) or video (please provide YouTube link)
  - Business Name
  - Brief summary of your business (150 words max)

- **Optional Fields:**
  - Address
  - Phone number
  - Website
  - Facebook page
  - Twitter handle

## ADD-ONS:

**GROUP AD**
- The group ad will be displayed above the Group Name at the top of the category page.
- We recommend a 4:1 ad (970w x 250h pixels).
- For these, we recommend a responsive approach, where the 4:1 Billboard Ad Size is displayed for desktop and the 1:1 Medium Tile is displayed for mobile.

**SUBCATEGORY AD**
- 8:1 Leaderboard ad (728w x 90h pixels) in a png, jpg, or gif format.
- We recommend a responsive approach, where the 8:1 Leaderboard Ad Size is displayed for desktop and the 1:1 Medium Tile is displayed for mobile.

**RUN-OF-SITE BIG BOX**
- For ad specs, please refer to the 'Big Box ad' specs listed on the DIGITAL SPECS: DISPLAY ADS page.