

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS

GENERAL REQUIREMENTS FOR ALL DISPLAY ADS

- All banners with a white background must have a non-white border of 1 pixel
- Banners may loop 3 times or animate for 30 seconds, whichever is less
- Flash ad should be published to Flash Player Version 9
- Flash ads must have the clickTag code embedded in the swf

```
On (release) {
  getURL(clickTag,"_blank");
}
```
- Click-through URLs may not exceed 512 characters
- Audio must be user initiated by click and requires an on/off button. Ad will load with audio turned off. Expanding panels are the exception – audio may play after a 2 second delay when expanded, audio must stop when expanding panel is closed.
- Companies supplying creative should submit creative 3 business days prior to placement
- We accept customer provided ads (3rd party tag) from AdInterax, PointRoll, EyeBlaster, and other vendors compliant to our guidelines
- Click analytics for 3rd party tag served ads must be collected by the 3rd party tag server. We will provide reporting on impressions delivered at the end of the campaign
- Creative must not auto-download additional media, spawn additional ads, or ask the user to download plug-ins
- Star Tribune reserves the right to approve or decline an ad campaign if delivery of site content or user experience is compromised. All ad materials must be compliant with Star Tribune ad acceptability standards and guidelines

STANDARD DISPLAY ADS

Ad Name	Dimensions	File Size	File Type	
Big Ad	300 x 250	39k	jpg or gif, swf	Video allowed*
Leaderboard	728 x 90	39k	jpg or gif, swf	
Halfpage ad	300 x 600	50k	jpg or gif, swf	Video allowed*
Sponsor ad	300 x 70	39k	jpg or gif, swf	
Super Leaderboard	960 x 90	39k	jpg or gif, swf	
Skyscraper	120 x 600	39k	jpg or gif, swf	Vita.mn only
Vertical ad	139 x 289	39k	jpg or gif, swf	Vita.mn only
Full ad	468 x 60	39k	jpg or gif, swf	Vita.mn only

*See In-Banner Video Specifications

In-Banner Video

File Size	3mb
File Type	wmv, mov, mpg
Duration	30 seconds (15 second limit for Interstitials)
z-index	100,000 (z-index only applies to Standard Big ad and Standard HalfPage ad)
Audio	Audio must be user initiated by click and requires an on/off button. Ad will load with audio turned off. Expanding panels are the exception – audio may play after a 2 second delay when expanded, audio must stop when expanding panel is closed.
Availability	May run in Big ads, Halfpage ads, Expanding Big ads, Expanding Leaderboards, Auto Expanding Leaderboards, Doublebills, and Interstitials.

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS (CONT.)

UNIQUE / PREMIUM DISPLAY ADS

Double Billboard

Dimensions	960 x 250
File Size	50k
File Type	jpg or gif, swf
Other Capabilities	Video allowed. (see In-Banner Video specifications)

Interstitial

Dimensions	640 x 480
File Size	80k
File Type	jpg or gif, swf, fla
Animation	Limited to 15 seconds of animation
Frequency	Limited to 1 per user per day
Other Capabilities	Video allowed. (see In-Banner Video specifications)

Expanding Big ad

Dimensions	640 x 480
Expanding Panel	300 x 250
File Size	39k
Expanding Panel	50k
File Type	jpg or gif, swf, fla
z-index	100,000
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	May expand on rollover or on click. Must close in the same manner it opens. Rollover expansion must have ½ second delay
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

Expanding Leaderboard

Dimensions	728 x 90
Expanding Panel (opt 1)	728 x 200 (expands below)
Expanding Panel (opt 2)	728 x 290 (expands over)
File Size	39k
Expanding Panel	50k
File Type	jpg or gif, swf
z-index	100,001
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Expansion Behavior	May expand on rollover or on click. Must close in the same manner it opens. Rollover expansion must have ½ second delay
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

Skins

On Request

Vitaskins

On Request

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS (CONT.)

UNIQUE / PREMIUM DISPLAY ADS (cont.)

Auto-Expanding Leaderboard

Dimensions	728 x 90
Expanding Panel (opt 1)	728 x 200 (expands below)
Expanding Panel (opt 2)	728 x 290 (expands over)
File Size	39k
Expanding Panel	50k
File Type	jpg or gif, swf
z-index	100,001
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Auto-Expansion Behavior	Auto expanding panel may only expand for 5 seconds and must auto close
Expansion Behavior	May expand on rollover or on click after initial auto expansion. Must close in the same manner it opens. Rollover expansion must have ½ second delay
Other Capabilities	Video allowed in expanding panel. (see In-Banner Video specifications)

Expanding / Auto Expanding Pencil

Dimensions	960 x 30
Expanding Panel	960 x 300
File Size	39k
Expanding Panel	50k
File Type	jpg or gif, swf
Close Button	Required in the lower right hand corner with the standard X and the word close. Example: X CLOSE
Replay Button	Must include "Replay This Ad" on the right hand side of the Pencil (960 x 30) piece of the ad.
Auto-Expansion Behavior	On the first impression per user, the ad will auto-expand for 5 seconds and then auto-close
Expansion Behavior	Every impression after the first, the user must click the Replay button to expand the ad. Also must click the close button to close

PreRoll Video

File Size	3mb
File Type	wmv, mov, mpg
Duration	15 seconds. No clipping required (no bars, tones, slates, etc...)
Aspect Ratio	16:9 preferred
Frame Rate	15 frames per second, 30 preferred

Floating Banner

Dimensions	Maximum of 500 x 500
File Size	50k
File Type	swf, fla
z-index	100,001
Close Button	Required in the upper right hand corner with the standard X and the word close. Example: X CLOSE
Frequency Cap	Limited to one ad view per user per session
Floating Behavior	Floating duration is limited to 10 seconds, then must collapse / dissolve in a standard Big ad or Leaderboard.
Restrictions	Floating ads must not appear above masthead, navigation or other ads. Click-through area should only be the size of the creative area if the entire
Other Capabilities	Video allowed. (see In-Banner Video specifications)

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS (CONT.)

ADDITIONAL AD CAPABILITIES *These capabilities can be incorporated if Star Tribune designs the ads*

Social Media

- Incorporate “Like/Follow” of Facebook and/or Twitter into your ads
- Requires access to Facebook and/or Twitter accounts
- Can only be built into flash or HTML enabled ads

Google Maps

- Incorporate functioning Google Maps into your ads
- Requires location points to map. Location Name, Store Name, Address(es), and any additional info to display
- Capable of mapping multiple locations
- Can only be built into flash or HTML enabled ads

Data Collection

- Collect user submitted information to be provided to advertisers
- Data will be provided to client on mutually agreed upon schedule
- Can only be built into flash or HTML enabled ads

Content Feeds

- Incorporate an RSS or XML feed into your ad
- One feed allowed per ad
- Able to track clicks on each headline individually
- Can only be built into flash or HTML enabled ads

MOBILE / IPAD APP / IPHONE / ANDROID APPS

iPad App	Dimensions	File Size	File Type
Billboard Portrait Mode	738 x 70	59k	jpg or gif
Billboard Landscape Mode	994 x 70	59k	jpg or gif
Half Page ad (Portrait and Landscape)	315 x 595	59k	jpg or gif
Strip Ad Portrait Mode	994 x 150	59k	jpg or gif
Strip Ad Landscape Mode	738 x 150	59k	jpg or gif
Interstitial Portrait Mode	560 x 800	79k	jpg or gif
Interstitial Landscape Mode	900 x 500	79k	jpg or gif

iPad App Spec notes:

- Video, flash, and rich media are not allowed
- iPad screen resolution 1024 x 768

iPhone/Android Apps	Dimensions	File Size	File Type
App Banner ads:	320x50	8	jpg or gif
	300x50	6	jpg or gif
App Interstitial Ad	300x250	30	jpg or gif

iPhone/Android App Spec notes:

- Video, flash, and rich media are not allowed

Mobile ads	Dimensions	File Size	File Type
Banner Ads: X-Large	300x50	6	jpg or gif
Large	216x36	4	jpg or gif
Medium	168x28	3	jpg or gif
Small	120x20	2	jpg or gif
Mobile Billboard	300x250	30	jpg or gif

Mobile Spec notes:

- Animated gifs do not work with all devices. It is recommended the first and last frame be able to stand alone.
- Mobile Billboard is capped at 1 per hour per user
- Mobile Jump pages needed if Click-Through is not mobile friendly. Use this website to help determine is your page is mobile friendly: http://ready.mobi/launch.jsp?locale=en_EN

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS (CONT.)

MOBILE / IPAD APP / IPHONE / ANDROID APPS (cont.)

Mobile Jump Page

Title	Less than 20 characters
Graphics	No more than 300 pixels wide. Height is variable.
Copy	Approximately 150 characters is recommended
Restrictions	Mobile Jump pages apply only to pages that are not mobile friendly.

OTHER ADS

Expanding Quick Link

Dimensions	80 x 80
Expanding Panel	300 x 250
File Size	10k
Expanding Panel	39k
File Type	jpg or gif
Text Requirements	
Headline	Maximum 30 characters
Body	Maximum 75 characters
Link Text	Maximum 25 characters
Restrictions	Customer provided (3rd party) ads not allowed

Newsletters	Dimensions	File Size	File Type
Big Ad	300 x 250	20k	jpg or gif
Half Page	300 x 600	50k	jpg or gif

Newsletter Spec notes:

- Customer provided (3rd party tag) ads not allowed

EMAILS

Shared FYI Emails

FYI Anchor Position			
Image #1	325 x 209	45k	jpg or gif, static
Image #2	182 x 75	15k	jpg or gif, static
Headline	Characters - 12 min - 40 max - Includes spaces		
Body Copy	Characters - 120 min - 200 max - Includes spaces		
Call to Action	Characters - 5 min - 20 max - Includes spaces		
FYI Major Position			
Image	325 x 100	30k	jpg or gif, static
Headline	Characters - 10 min - 40 max - Includes spaces		
Body Copy	Characters - 65 min - 85 max - Includes spaces		
Call to Action	Characters - 5 min - 14 max - Includes spaces		
FYI Smart Position			
Image	210 x 60	300 x 600	300 x 600
Body Copy	Characters - 35 min - 70 max - Includes spaces		
Call to Action	Characters - 10 min - 35 max - Includes spaces		

Shared Offers Emails

FYI Anchor Position	290 x 125	45k	jpg or gif, static
Image #1	Characters - 220 max - Includes spaces		

STARTRIBUNE.COM AND VITA.MN MECHANICAL REQUIREMENTS (CONT.)

EMAILS (cont.)

Solo Offers and Solo FYI Emails

Provide an HTML document (extension .html or .htm) with code expanding to 640 pixels. If you are unable to provide an HTML coded file, provide a layered design file and we will convert it into HTML for you. See your sales representative for a guide on HTML tips and tricks.

HTML Specifications:

- Images should be no more than 50% of the total email
- Total file size should not exceed 75k
- Follow standard email-client-friendly HTML practices, including inline CSS styles
- Use descriptive tags for all images, specify width and height
- Use standard fonts such as Arial or Times. Special fonts should be limited.
- Avoid nesting tables
- Avoid the below in subject lines or body content as they are common for triggers for spam filters

\$5	Consolidate Your Debt	Million Dollars	Save up to
////////	Credit	MLM	Search Engine Listings
000 AND \$ AND!!	Dear Friend	Money back	Serious Cash
100% satisfied	Discount!	Money-back guarantee	Special Promotion
50% off!	Don't Delete	More info AND visit AND \$	Stop OR Stops
Act now	Earn \$	Multi-level Marketing	Subject Line & Body Content
All Natural	Easy Terms	No cost, no fees	Subscribe
All New	Eliminate Debt	Offer	Test
Amazing	Extra Income	One time	Time limited
As seen on...	For free? OR Free	One-time mail	Unsecured debt or credit
Avoid Bankruptcy	Get Paid	Online Marketing	Vacation
Buy Direct	Give it away OR Giving it away	Online Pharmacy	Viagra
Call now!	Great Offer	Opportunity	Visit our website
Cards accepted	Guarantee AND absolute	Order now!	While supplies last
Cash	Guarantee AND Satisfaction	Order today	Why pay more?
Cash Bonus	Hidden	Please Read	Winner
Casino	Information you requested	Promise You	Work at home
Check or money order	Join Millions	Removal instructions	You're a Winner!
Click here	Loans	Removes	You've been selected
Collect	Lose Weight	Reverses Aging	
Compare	Consolidate Your Debt	Satisfaction Guaranteed	