



creative specs

standard

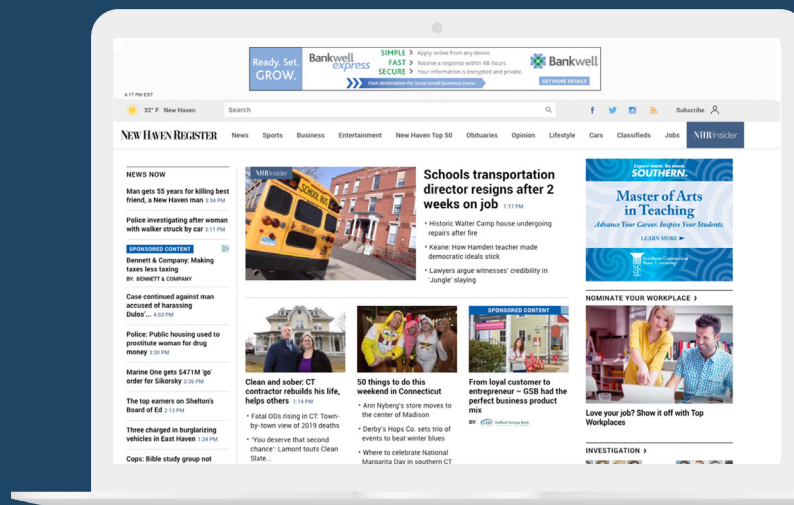
Format	Ad Size	Platform	File Types	File Size
Medium Rectangle	300x250	Desktop, Tablet, Mobile Web	gif, jpg, png, HTML5	Max 100 KB
Large Skyscraper	300x600	Desktop, Tablet	gif, jpg, png, HTML5	Max 100 KB
Leaderboard	728x90	Desktop, Tablet	gif, jpg, png, HTML5	Max 100 KB
Wide Banner	320x50	Mobile	gif, jpg, png, HTML5	Max 100 KB

Design Guidelines:

Creative must feature a border to clearly distinguish the ad from the content.

Deadlines:

If the advertiser would like to have Hearst Connecticut Media Group create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions. If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

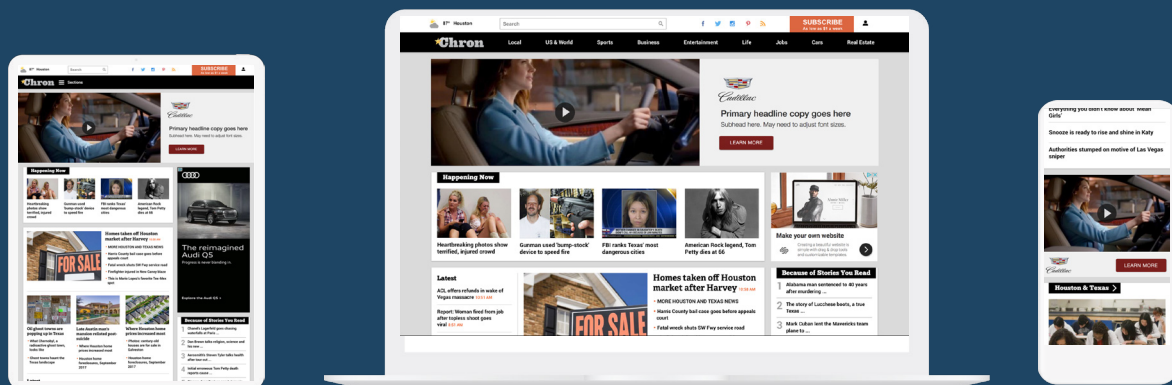


Pictured: Medium Rectangle and Leaderboard

creative specs

premium

Format	Ad Size	Platform	Assets Required	File Types	File Size
Billboard	970x250	Desktop	See 'File Types'	gif, jpg, png, HTML5. If animated, no longer than :8s	Max 200 KB
Super Leaderboard	970x90	Desktop, Tablet	See 'File Types'	gif, jpg, png, HTML5	Max 40 KB
Hero (Single Image)	Custom	Desktop, Tablet, Mobile Web	Logo, Headline Copy (20 char max), Subhead Copy (30 char max), CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Image: jpg or png 800px min width	N/A
Hero (Slideshow)	Custom	Desktop, Tablet, Mobile Web	Logo, Headline Copy (20 char max), Subhead Copy (30 char max), CTA with click URL, 3-5 Images	Logo: Vector file (ai, eps, svg), or transparent PNG Images: jpg or png 800px min width	N/A
Hero (Video)	Custom	Desktop, Tablet, Mobile Web	Logo, Headline Copy (20 char max), Subhead Copy (30 char max), CTA with click URL, Video	Logo: Vector file (ai, eps, svg), or transparent PNG Video: mp4 (:30s max)	Max 60 MB (Video)

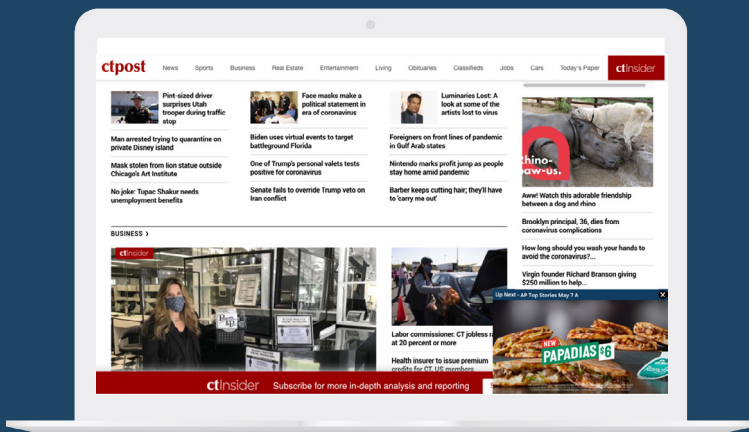


Pictured: Hero (Video) across devices

creative specs

premium continued

Format	Ad Size	Platform	Assets Required	File Types	File Size
Crown	1400x168 1084x168 768x168	Desktop, Tablet	See 'File Types' Hex code for background color	Static jpg or png AND layered design file (psd, indd, eps)	N/A
Watermark Wrap	1630x1275	Desktop	See 'File Types'	gif, jpg, png, HTML5. If animated, no longer than :8s	Max 100 KB
Desktop Interstitial	550x450	Desktop	See 'File Types'	gif, jpg, png. If animated, no longer than :8s	Max 60 KB
Expanding Mobile Billboard Add-On	320x50 320x150	Mobile	See 'File Types'	gif, jpg, png	Max 200 KB
Premium Video	N/A	Desktop, Mobile Web	See 'File Types'	VAST tag (4.0 or below) :30s max for non- skippable, :60s max for skippable, :15s or less recommended	Max 30 MB



Pictured: Premium Video

