



# creative specs

## standard

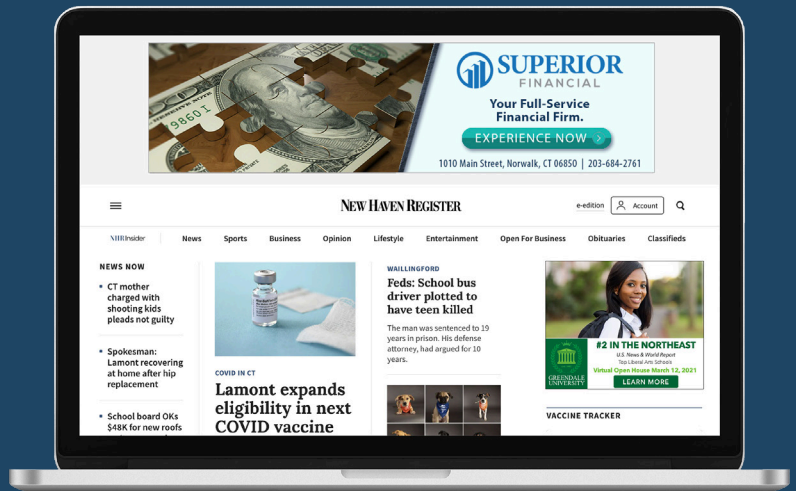
Format	Ad Size	Platform	File Types
Medium Rectangle	300x250	Desktop, Tablet, Mobile Web	gif, jpg, png, HTML5
Large Skyscraper	300x600	Desktop, Tablet	gif, jpg, png, HTML5
Leaderboard	728x90	Desktop, Tablet	gif, jpg, png, HTML5
Wide Banner	320x50	Mobile	gif, jpg, png, HTML5
Billboard	970x250	Desktop	gif, jpg, png, HTML5. If animated, no longer than :8s

### 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.

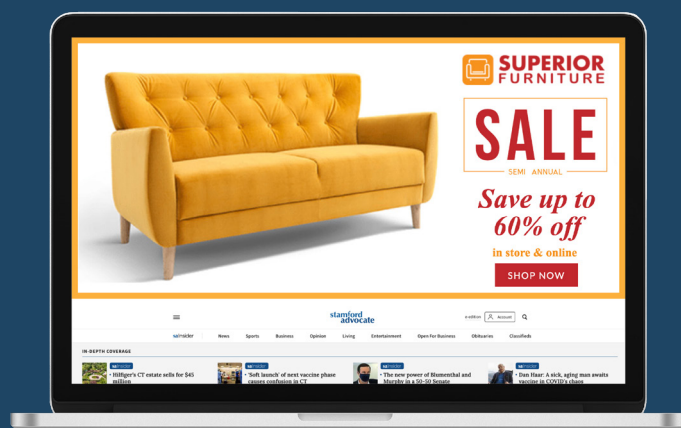


*Pictured: Medium Rectangle and Billboard*

# creative specs

## premium

Format	Ad Size	Platform	Assets Required	File Types
Billboard with Video	970x250	Desktop, Tablet (Landscape)	Logo, Headline Copy, Subhead Copy, CTA with click URL, Video	Logo: Vector file (ai, eps, svg), or transparent PNG Video: mp4 (:15s max)
Crown	100% width 400 max height (desktop); 300 max height (mobile)	Desktop, Tablet, Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG
Super Crown	100% width 600 max height (desktop); 300 max height (mobile)	Desktop, Tablet, Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG
Cinema	300x600	Desktop, Tablet (Landscape)	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image, Video	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG Video: mp4 (:15s max)
Mini Cinema	300x250	Desktop, Tablet, Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image, Video	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG Video: mp4 (:15s max)
Countdown Clock	300x250	Desktop, Tablet, Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG



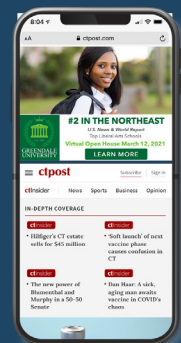
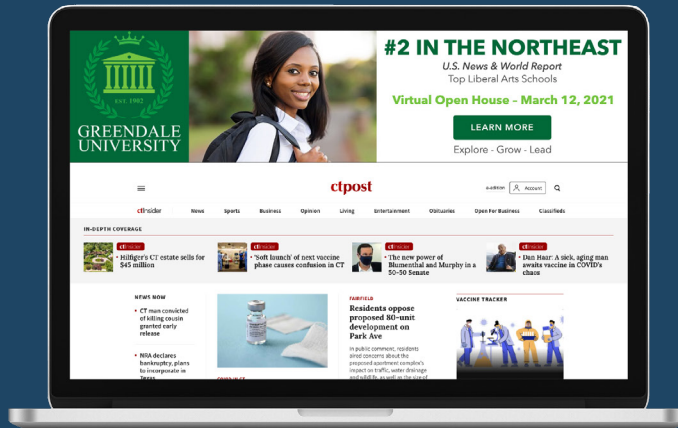
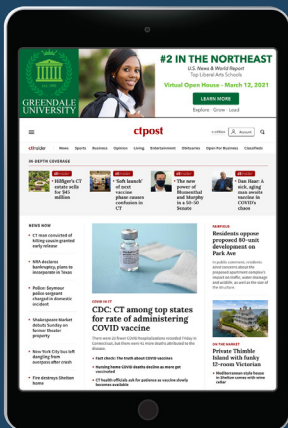
*Pictured: Super Crown*

# creative specs

## premium continued

Format	Ad Size	Platform	Assets Required	File Types
Flipbook	970x250 300x250 300x600	Desktop Tablet Mobile (300x250 only)	Logo, Headline Copy, Subhead Copy, CTA with click URL, 4-7 Images	Logo: Vector file (ai, eps, svg), or transparent PNG Photos: PNG or JPG
Interscroller	100% text body width 100% view port height	Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG
Superhero	100% width 250 max height	Desktop Tablet Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image or Video	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG Video: mp4 (:15s max)
Supreme	1280x200 768x200 320x200	Desktop Tablet Mobile	Logo, Headline Copy, Subhead Copy, CTA with click URL, Image	Logo: Vector file (ai, eps, svg), or transparent PNG Photo: PNG or JPG

**Premium Video** N/A Desktop Mobile  
See 'File Types'  
VAST tag (4.0 or below)  
:30s max for non-skippable; :15s or less recommended  
Max 30MB file size



*Pictured: Superhero across devices*