



All 3rd Party Tags and/or hosted files must be secure (https).

CREATIVE UNITS					
Product	Initial file size	Additional file size/ polite download*	Max. Animation or Video length	Accepted Ad Formats and Tags	Additional notes
Leaderboard 728 x 90	HTML5 ¹ : 150 KB IMAGE : 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Full-screen expansion • Click to expand • Close "X" button required
Big Box 300 x 250	HTML5 ¹ : 150 KB IMAGE : 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Full-screen expansion • Click to expand • Close "X" button required
1/2 Page Skyscraper 300 x 600	HTML5 ¹ : 150 KB IMAGE : 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Full-screen expansion • Click to expand • Close "X" button required
Super Leader 960 x 90	HTML5 ¹ : 150 KB IMAGE : 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Full-screen expansion • Click to expand • Close "X" button required
LARGE FORMAT UNITS					
Canvas 1000 x 700	HTML5 ¹ : 200 KB IMAGE : 100 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	
Globe Hero <u>Responsive unit</u>	HTML5: 200KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	All 3rd Party Tags and/or hosted files must be secure (https)	Ad Sizes Required: 1800x250, 1200x250, 900x250, 600x250, and 300x250
Billboard 970 x 250	HTML5 ¹ : 150 KB IMAGE : 80 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Full-screen expansion • Click to expand • Close "X" button required
Portrait 300 x 1050	HTML5 ¹ : 200 KB IMAGE : 80 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	All 3rd Party Tags and/or hosted files must be secure (https)	

HTML5 - PREFERRED FORMAT, AND TESTING REQUIREMENTS

- All HTML5 files should be built to follow IAB's guidelines and best practices: <http://www.iab.net/media/file/HTML5DAv101.pdf>
 - HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.
- Additional notes:**
- HTML5 creative is no longer required to be served via 3rd Party Ad Tags
 - All references to external source files must be secure, ie. "https" not "http"

* Initial plus subsequent/polite loads. Includes: all progressive video, images, HTML. Larger progressive file size must be arranged with Rich Media vendor in advance. **NOTE: All 3rd Party Vendor and polite download costs are paid by Advertiser. We will not host oversized secondary files.** Polite download refers to loading content to ad based on user interaction, or post page content load. Example: a movie trailer loads and plays after viewer clicks to expand and view within box ad.



MOBILE					
MOBILE WEB					
Product	Initial file size	Additional file size/ polite download*	Max. Animation or Video length	Accepted Ad Formats and Tags	Additional Notes
Standard Display Units 300x250, 300x600	HTML5: 150 KB IMAGE : 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https)	Video file: 16:9 aspect ratio; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
Vertical Video Interscroller (video only unit) Responsive, full screen expanding unit	HTML5: 150KB	Up to 2.2 MB*	15 seconds video	HTML5 All 3rd Party Tags and/or hosted files must be secure (https)	Video file: 9:16 aspect ratio ; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
Interscroller Supports video, photos, interactive content Responsive, full screen expanding unit	HTML5: 150KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	HTML5 All 3rd Party Tags and/or hosted files must be secure (https)	Video file: 16:9 aspect ratio; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
Expanding Box Ad 300x250 expands full screen	HTML5: 150KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	HTML5 All 3rd Party Tags and/or hosted files must be secure (https)	Video file: 16:9 aspect ratio; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
IN-APP PHONE (IOS & Android)					
Product	Initial file size	Additional file size/ polite download*	Max. Animation or Video length	Accepted Ad Formats and Tags	Additional Notes
300x250, 300x600	HTML5: 150 KB IMAGE: 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif All 3rd Party Tags and/or hosted files must be secure (https) Tags must be compatible with Google Mobile (AdMob) SDK	Video file: 16:9 aspect ratio; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
Video Pre-roll	Up to 2 MB	N/A	15 seconds video	All 3rd Party Tags and/or hosted files must be secure (https), VAST compliant tags	Opens in browser
IN-APP TABLET (IOS & Android)					
Product	Initial file size	Additional file size/ polite download*	Max. Animation or Video length	Accepted Ad Formats and Tags	Additional Notes
300x250, 300x600 728x90	HTML5: 150 KB IMAGE: 40 KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	.jpeg, .png, animated .gif	Video file: 16:9 aspect ratio; .MP4 (H.264 codec), 720p or 1080p; Audio: 128 to 192 kbps, 44 khz stereo; Frame rate: 24 fps
Full Width unit (3rd slot only) Landscape: 1024x600 Portrait: 768x600 Article pages only	HTML5: 200 KB IMAGE: 100KB	Up to 2.2 MB*	15 seconds animation 30 seconds video	All 3rd Party Tags and/or hosted files must be secure (https) Tags must be compatible with Google Mobile (AdMob) SDK	
Video Pre-roll	Up to 2 MB	N/A	30 seconds video	All 3rd Party Tags and/or hosted files must be secure (https), VAST compliant tags	

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VIDEO FORMATS AND FEATURES

Product	Video Length	Aspect Ratio	Formats	Audio	Frame Rate	Additional Notes
Pre-roll video	Up to 30 seconds <ul style="list-style-type: none"> Videos over 15 seconds require a skip button on globeandmail.com. On Alliance no skip button is required. 	16:9	.mov, .avi, .wmv, .flv, .mp4 3rd party VAST	128 to 192 kbps 44 khz stereo	24 fps	Audio is auto-enabled Max. file size 2MB Video player is VAST and VPAID compliant.
Outstream video	15 to 30 seconds.	16:9	.MP4 (H.264 codec) 720p or 1080p 3rd party VAST	128 to 192 kbps 44 khz stereo	24 fps	Audio is user initiated
Standard video in ad unit	15 to 30 seconds.	16:9 preferred, 4:3 accepted	MP4 (H.264 codec) 720p or 1080p	128 to 192 kbps 44 khz stereo	24 fps	Audio is user initiated Video controls to Mute/Unmute audio and Pause/Play video MUST be available when video is playing
360 degree video in ad unit	30 seconds. Max. 1 minute.	2:1 preferred	.MP4 (H.264 codec) 720p or 1080p	128 to 192 kbps 44 khz stereo	24 fps	Audio is user initiated
Interactive video in ad unit	30 seconds. Max. 1 minute.	16:9	.MP4 (H.264 codec) 720p or 1080p	128 to 192 kbps 44 khz stereo	24 fps	Audio is user initiated Video features interactive hotspots which can reveal more product/ story details.

When is auto play video allowed?

Publishers and advertisers are encouraged to allow user control over their auto play experience by storing user preference or providing low data consumption modes in apps and websites. Video MAY be played by the ad without user initiation when it does not significantly impact the user's cost of consuming content. It may be used under the following guidance:

- When a user is on Wi-Fi or broadband internet connections. This applies as a default. **For Outstream Mobile Video**
- Audio MUST be muted when video is played without user initiation
- Auto play MUST begin after ad is at least 50% in view
- Auto play MUST provide pause/play and mute/unmute controls from the start of video play
- The video file for auto play MUST be downloaded as part of the subload

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These specs represent baseline requirements. The Globe and Mail adheres to the IAB Canada's Mobile specs, which can be found at: <http://www.iabcanada.com/guidelines>

For available rich media and/or click-to-expand ad unit creative opportunities, guidelines and best practices, please visit our partner website: www.celtra.com
Mobile Creative must be approved and tested by The Globe and Mail a minimum of 5 business days prior to contracted launch date.



Additional opportunities: Select Globe Alliance publishers can also support Audience targeting and Globe Native campaigns. Speak to your Globe Account Manager for details on a specific site.

Globe Alliance publishers support standard IAB ad creative sizes across their desktop and mobile sites.

ALLIANCE CREATIVE UNITS					
Product	Initial File Size	Additional File size	Max. Animation or Video length	Accepted Ad Formats and Tags	Additional Notes
HEARST					
Hero Responsive unit	HTML5: 200KB	Up to 2.2 MB	15 seconds animation 30 seconds video	.jpeg, .png, .gif All 3rd Party Tags and/or hosted files must be secure (https)	Ad Sizes : Desktop: 1920x300, 1280x300, 1000x300 Tablet: 600x300 Mobile: 320x300
Super Hero Responsive unit	HTML5: 200K	Up to 2.2 MB	15 seconds animation 30 seconds video	.jpeg, .png, .gif All 3rd Party Tags and/or hosted files must be secure (https)	Ad Sizes : Desktop: 1920x450, 1280x450, 1000x450 Tablet: 600x450 Mobile: 320x450
Interstitial	HTML5: 150KB	Up to 2.2 MB	15 seconds video	.jpeg, .png, .gif All 3rd Party Tags and/or hosted files must be secure (https)	Desktop: 640x480 Tablet: 768x1024 safe area: 768x928 1024x768 safe area: 1024x672 Mobile: 300x480 or 480x300 Close X button required. Interstitial must auto-close after 7 seconds.
INC. / FORBES / TIMES OF INDIA					
Welcome Ad Prestitial 600x600*	HTML5: 200KB	Up to 2.2 MB	15 seconds video	jpeg, gif All 3rd Party Tags and/or hosted files must be secure (https)	
THE ATLANTIC.COM					
Impact unit	300KB	Up to 2.5 MB	15 seconds video	All 3rd Party Tags and/or hosted files must be secure (https)	Desktop: 1024 x 350 Tablet: 768 x 350 Mobile: 320 x 350

* Ad size may vary by site.

**Verification Tags**

- We allow verification tags for tracking purposes only
- We require that all ad tags respond to every ad call to ensure an ad response 100% of the time
- “Blocking” ad impressions can be used for tracking purposes only on your end – or you can serve an alternate creative or PSA creative in the “blocked” impression however creative must be served.

Geo-Targeting

- We use DFP geo-targeting based on IP address.
- All inventory running on our Alliance Partner sites is Canada only
- Please confirm specific geo-targeting requirements prior to campaign booking.

Additional Notes

- DFP complies to IAB standards when it comes to fraud traffic – any of these impressions/clicks will be filtered out of all delivery and reporting
- Many of the Globe Media sites are news based publishers. There is a likelihood that we may have some ad impressions that will appear on content that could be deemed inappropriate. In the event of a sensitive breaking news story, we may adjust a campaign to ensure ads or brand exposure is minimized.
- Please feel confident that we will not be serving any of your ad impressions outside of our Globe Media properties

Billing and Reporting

- We bill on actual delivery based on our ad server (DFP) numbers. Therefore we will be tracking delivery and invoicing based on ad calls accessed through The Globe DFP instance, regardless if the impressions fall outside of your verification parameters.
- The Globe requests clients provide a monthly report in order to proactively track any inconsistencies in impressions.

**Creative Guidelines:**

- Overall, ad creative must be complementary to the user experience and not overpower or distract from the main reason our audience comes to the site, to read and consume our content.
- We reserve the right to halt and pull any campaign, for any reason, at any time, without providing prior notice. An explanation would be immediate once the campaign has been paused.

Colour:

- Colour schemes should be tasteful and complementary to our site's style.
- No large swatches of colour that overpower and conflict with the style of our site. (ie. Red, ...)
- Billboard and Hero units must not use red or dark grey fills which conflict with or imitate the Globe's brand and navigation colour. Do not use: Red: Hex #DA161 and Grey: Hex #595959.

Design:

- Cannot interfere with ability of user to read or consume our content. Any expanding/overlay creative is prohibited from using instant mouseover expansions. All overlay creative must have a visible manual close [X] button.
- Cannot replicate our content, otherwise deface, impair, harm or modify images of our content.
- Creative should never mimic our own content style sheets including fonts & backgrounds.
- Cannot imply an association or approval of editorial consent with advertising messaging.
- Cannot be overpowering nor excessively distracting.
- Creative must be clearly branded and include a 1 pixel border.

Globe and Mail logo:

- Use of the Globe logo mark in co-branded campaigns is subject to approval.

Process:

- 3rd party creative cannot be changed after review/approvals have been made, and under no circumstances can be changed once campaign is in flight. If creative has to be changed, campaign must be stopped and pulled, and not allowed to continue, pending adjustments and new round of reviews and approvals.



ADVANCED CONCEPTS

With the scope of possibility within digital advertising constantly developing, we are happy to evaluate any concept or idea presented to us by a client that is beyond the technical and creative options listed within this document. We evaluate all concepts in detail, based on our technical and editorial considerations and work with you to ensure your campaign is delivered both creatively and effectively.

TESTING

- All rich media or third part advertising on globeandmail.com sites is subject to a minimum of 5 business days testing before the selected placements will become active
- Please ensure all creative is fully tested to work in all versions of Explorer, Firefox, Chrome and Safari.
- All third party served ads must be tested prior to running on globeandmail.com sites.

DELIVERY

- Package all applicable gif/swf/html files within individual Zip files – one for each creative unit to run.
- Attach all associated files to an e-mail and send to traffic@globeandmail.com AND your sales representative. Please use file names and associated gif files that are similar.

APPROVAL

All ad units are subject to publishers approval based on motion path overlay, animation, length, and/or content of advertising.

ADVERTISING TERMS AND CONDITIONS

All advertising must meet The Globe and Mail terms and conditions, available on globelink.ca/digital/termsandconditions, or request a printed copy from your advertising representative.

CONTACT INFORMATION

TORONTO ONTARIO & MANITOBA

advertising@globeandmail.com **TOLL FREE** 1.800.387.9012

EASTERN CANADA OTTAWA REGION, QUÉBEC, & ATLANTIC CANADA

advertisingeasternca@globeandmail.com **TOLL FREE** 1.800.363.7526

WESTERN CANADA

advertisingwesternca@globeandmail.com

ALBERTA & SASKATCHEWAN 1.403.245.4987 or 1.403.774.8024

BRITISH COLUMBIA 1.800.663.1311

NORTHWEST TERRITORIES & NUNAVUT 1.604.685.0308

UNITED STATES, INTERNATIONAL

TEL: 1.212.946.0219 **EMAIL** globeandmail@publicitas.com

GOBELINK.CA/DIGITAL

CONTACT DIRECTORY Globelink.ca/contactdirectory

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