



<sup>1</sup>Rich media creatives (including HTML5) must be 3rd party served.

Preferred platforms include: Flite, Sizmek, Celtra, DoubleClick Studio, eyereturn.

IN-UNIT (IN-PAGE) ADS				EXPANDABLE ADS		
	SIZE (in pixels)	MAXIMUM INITIAL FILE SIZE ALLOWANCE		ADDITIONAL FILE SIZE/ POLITE DOWNLOAD*	EXPANDED SIZE (down)	EXPANDED SIZE (Left)
STANDARD	<b>LEADERBOARD</b> 728 x 90				728 x 360 PX	N/A
	<b>BIG BOX</b> 300 x 250			<b>ADDITIONAL FILE SIZE:</b> 2.2 MB Progressive load**	N/A	600 x 250 PX
	<b>1/2 PAGE SKYSCRAPER</b> 300 x 600	HTML5 <sup>1</sup> : 150 KB IMAGE/FLASH: 40 KB		<b>POLITE DOWNLOAD:</b> Must be 3rd Party served by an approved Rich Media Vendor.*	N/A	600 x 600 PX
	<b>SUPER LEADER</b> 960 x 90				960 x 360 PX	N/A
	<b>SKYSCRAPER</b> 160 x 600				N/A	320 x 600 PX
	<b>TILE</b> 120 x 240 (no animation)	<b>STATIC</b> GIF, JPG	15 KB		N/A	N/A
FUNCTIONALITY	<b>ANIMATION</b>	15 seconds of animation/30 seconds on video. Maximum 5 rotations. Unlimited during interaction.			Up to 30 seconds (prefer 15 seconds) automatic. Unlimited during interaction. Expandable only on user interaction.*** If expanding on 3 second hover. If expanding on click, retract by using 'Close X' button. No mouseover to expand allowed.	
	<b>VIDEO</b> (in ad unit)	Auto play with no sound or user initiated. <b>MUST HAVE: Audio on/off and video stop/play/pause buttons.</b>				
	<b>AUDIO</b>	Always user-initiated on click (except for streaming preroll video). If using audio a functioning on/off button is required. Volume control is optional.				
	<b>FLASH</b>	Maximum 30 FPS. Backup .gif or .jpg required with all Flash creative. Universal clickTAG required for tracking. <b>Note: By default Flash creative is user-initiated on Chrome browser.</b>				

PREROLL VIDEO ADS**** (runs before site video content on desktop and mobile)	DURATION	ASPECT RATIO	SUPPORTING AD (where applicable)	AUDIO	ACCEPTED VIDEO FORMATS	MAX FILE SIZE
	up to 15 seconds	16:9 preferred 4:3 accepted	Big Box (300 x 250)	auto	.mov, .avi, .wmv, .flv, .mp4	2 MB

\* Expanding Ads: Click to expand preferred, most consistent across browsers – and standard for home page dominations. Rollover to expand must be confirmed and approved in testing. If rollover, expand should be initiated by rollover within close proximity to 'rollover to expand' text. This avoids locking into a cycle of inadvertent opening and closing of the ad.

\*\* 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.

\*\*\* Unless otherwise approved.

\*\*\*\* Video player is VAST compliant.



LARGE FORMAT CREATIVE UNITS				
<b>CANVAS</b> 1000 x 700	Article pages only HTML5 single creative only		Prefer 3rd party served Video, audio, rich media: click to play Single per creative specific click tag	
	Initial file size	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	HTML5 <sup>1</sup> : 200 KB IMAGE/FLASH: 100 KB	2.2 MB	N/A	N/A
Standard <b>WALLPAPER</b> 1280 x 1000 (min.)  Globe Advisor <b>WALLPAPER</b> 1280 x 1000 (min.)	Can only be run on roadblocked section home pages Requires standard leaderboard, big box, optional half page sky scraper		File type: static .jpeg or static .gif ; not clickable Geotargeting + dayparting available	
	Initial file size	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	100 KB (50 Kb preferred)	N/A	N/A	N/A
<b>HALF SCREEN</b> 460 x 650	GAM home page only Expansion on click only (not mouse over)		Prefer 3rd party served Close button required on expanded area	
	Initial file size	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	HTML5 <sup>1</sup> : 200 KB IMAGE/FLASH: 80 KB	2.2 MB	N/A	960 x 650

RISING STARS (IAB UNITS) <i>For more information see <a href="http://www.iab.net/risingstars">www.iab.net/risingstars</a></i>				
<b>BILLBOARD</b> 970 x 250	Initial file sizes	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	HTML5 <sup>1</sup> : 150 KB IMAGE/FLASH: 80 KB	2.2 MB	N/A	N/A
<b>PUSHDOWN</b> 960 x 90 to 960 x 425  <b>CUSTOM PUSHDOWN</b> 1000 x 250 to 1000 x 500	Available on GAM home page and all subsection home pages No geotargeting Requires standard leaderboard (super leader preferred) Auto expand permitted on 1st view only (freq. cap 1/user) Delivers below navigation bar		Auto expand must auto close after 7 seconds Subsequent expansions must be user initiated on Click only (no expansion on mouse over) Close button required on expanded area	
	Initial file sizes	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	HTML5 <sup>1</sup> : 150 KB IMAGE/FLASH: 80 KB	2.2 MB	960 x 945 (Custom 1000 x 500)	N/A
<b>PORTRAIT</b> 300 x 1050	Available on article pages only Geotargeting and dayparting available		Creative areas should follow Rising Stars Portrait business rules No full-sized (300 x 1050) single creative allowed	
	Initial file sizes	Additional file size/ polite download*	Expanded size (down)	Expanded Size (left)
	HTML5 <sup>1</sup> : 200 KB IMAGE/FLASH: 80 KB	2.2 MB	N/A	N/A

ADVERTISER EXCLUSIVE EMAIL		
Maximum file width	Maximum file size	NOT ALLOWED
600 pixels	100 KB	Cascading Style Sheet (CSS) <i>in-line ONLY</i> , Flash, Rich Media, JavaScript



PRODUCT	INITIAL DIMENSIONS (PIXELS)	MAX INITIAL FILE LOAD SIZE	MAX ANIMATION	TARGETING	ACCEPTED AD FORMATS AND TAGS	ADDITIONAL NOTES
<b>MOBILE WEB</b>						
Display	Flexible ad slot can deliver 300x50 or 300x250 Larger units by request and review Custom 300x450 also available	HTML5: 150 KB IMAGE: 40 KB	15 seconds	<b>Device mobile browsers:</b> Android, iOS, BlackBerry	.jpeg, .png, animated .gif HTML5 No Flash ads 3rd party tags accepted for rich media. Tags must be compatible with Google Mobile (AdMob) SDK	Rich media creative only available on supported smartphone browsers
Video Pre-roll	640x360	N/A	15 seconds	N/A	3rd party served, VAST compliant tags	.mp4 (H.264 codec) format, 16:9 aspect ratio, max 2 MB file size
Expanding Rich Media	300x250 Expanding to 414x686 (320 x 480 safe area)	HTML5: 150 KB IMAGE: 40 KB  USER INITIATED EXPANSION: 2.2 MB	15 seconds	<b>Device mobile browsers:</b> Android, iOS, BlackBerry	.jpeg, .png, animated .gif HTML5 No Flash ads 3rd party tags accepted for rich media. Tags must be compatible with Google Mobile (AdMob) SDK	
<b>IPHONE APP</b>						
News app	300x50	40 KB	15 seconds	<b>Contextual targeting available</b>	.jpeg, .png, animated .gif HTML5 No Flash ads 3rd party tags accepted for rich media. Tags must be compatible with Google Mobile (AdMob) SDK	App only available in portrait orientation  Subsequent Max. Additional User - Initiated File Size 2.2 MB
	300x250	HTML5: 150 KB IMAGE: 40 KB				
	300x600					
	Full Page unit 320x480					
Video Pre-roll <b>COMING SOON</b>	N/A	15 seconds	N/A	3rd party served, VAST compliant tags	.mp4 (H.264 codec) format, 16:9 aspect ratio, max 2 MB file size	
<b>IPAD APP</b>						
News app	728x90, 300x250, 300x600	HTML5: 150 KB IMAGE: 40 KB	15 seconds		.jpeg, .png, animated .gif HTML5 No Flash ads 3rd party tags accepted for rich media. Tags must be compatible with Google Mobile (AdMob) SDK	Subsequent Max. Additional User - Initiated File Size 2.2 MB
	Full Page unit ( <i>served in-line</i> ) 1024x768/768x1024	HTML5: 200 KB IMAGE: 100KB				
	Video Pre-roll <b>COMING SOON</b>	N/A	15 seconds	N/A	3rd party served, VAST compliant tags	.mp4 (H.264 codec) format, 16:9 aspect ratio, max 2 MB file size
<b>ANDROID SMARTPHONE APP</b>						
News app	300x50	40 KB	15 seconds	N/A	.jpeg, .png, animated .gif No Flash ads 3rd party tags accepted for rich media. Tags must be compatible with Google Mobile (AdMob) SDK	
<b>IPAD BROWSER</b>						
Leaderboard	728x90	HTML5: 150 KB IMAGE: 40 KB	15 seconds	Target <b>globeandmail.com</b> , where <b>Device</b> = iPad <b>Contextual:</b> can align to main website sections and major pages	HTML5 No Flash ads. If website is serving Flash ads, backup gif will be served	Only unsponsored website ad inventory available
Big Box	300x250					
Skyscraper	160x600					
Half Page Sky	300x600					

VIDEO FOR MOBILE AD UNITS	DURATION	ASPECT RATIO	CODEC	ACCEPTED VIDEO FORMAT	MAX FILE SIZE
	up to 30 seconds	16:9 preferred	H.264	.mp4	2MB

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](http://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.**



## 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](mailto: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](http://globelink.ca/digital/termsandconditions), or request a printed copy from your advertising representative.

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## CONTACT INFORMATION

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### GLOBELINK.CA/DIGITAL

**CONTACT DIRECTORY** [Globelink.ca/contactdirectory](http://Globelink.ca/contactdirectory)

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