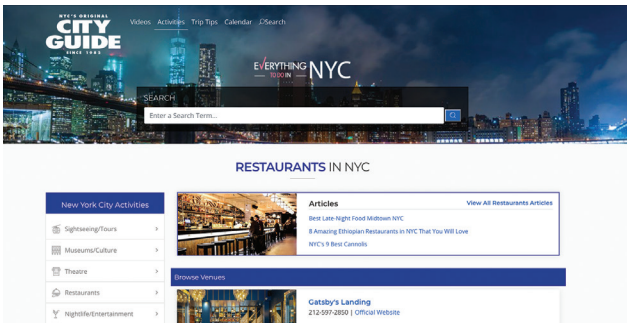
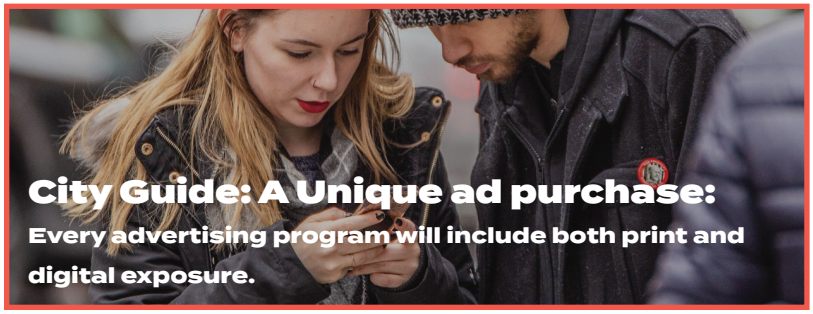
CITY GUIDE MEDIA
GUIDING DISCOVERIES

Digital Ad Specs





Ad Sizes for Geotargeting Program

Leaderboard	728 x 90	**Mobile Banner**	300 x 50
Medium Rectangle	300 x 250	**Wide Skyscraper**	160 x 600
Mobile Leaderboard	320 x 50	**Half Page Ad Unit**	300 x 600

Mobile Ad Formats

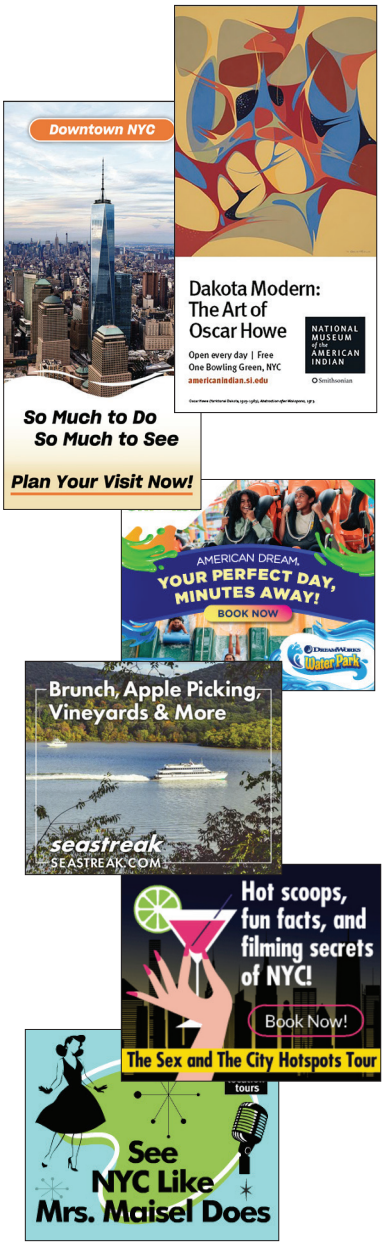
GIF, PNG, JPG for still images | Animated GIF for animations

Smartphone Static Banners: 300 x 50, 300 x 250, 320 x 50, 336 x 280, 320 x 480

Max Size: 40k – 1MB, depending on supply vendor

Tablet Static Banners: 300 x 250, 728 x 90, 160 x 600, 468 x 60, 336 x 280

Max Size: 150k – 1MB, depending on supply vendor



Other Specifications

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible.
- Creatives must occupy the entire space of the image size you've chosen.
- Creatives cannot appear sideways or upside down.
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad.
- Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.
- File size must be under 150 KB or smaller (we recommend under 40 KB) – applies to first and third-party ads.
- All creatives must open a new page on click, cannot open in the same page.
- Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
- Flash creatives must use the clickTAG function on the top-most layer and must have the stop(); function on the last frame of the animation. First-party backup static image is supported. Best practice is to always provide a backup static image.
- In-banner video creatives can be in HTML5 or flash format with a 50kb max file load and a 2MB load for the secondary file.
- There is no length limit for click to start video ads, but the video should immediately go to the landing page upon completion.
- For auto-start video ads, there is a 15-second limit. Audio should not be heard unless initiated by a mouse-over; video should be backstopped by a static 300x250 which should click through to a landing page.
- All in-banner video ads must include the play, pause, mute and unmute.