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General Ad Guidelines

Display Ad Guidelines



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General Ad Guidelines

- all ads must open in a new browser window when user clicks on them
- all static or flash display ads with white backgrounds must have a minimum 1px border with the color assigned to #dadada to clearly distinguish itself as advertising from editorial content; additionally, any rich media display ad scheduled in a 300×250 or 728×90 ad slot (eg. expandable or in-banner video) with a white background should include a border of the same specifications
- all ads must have the advertiser clearly identified
- ads should not mislead users into navigating to a site that is not related to the ad content or offer
- ads may not incorporate faux functionality elements including, but not limited to, elements designed to mimic a pc or macintosh operating system or dialog box
- ads must not give the appearance of editorial content
- ads may not emulate lin media web site styles or buttons
- all public policy, advocacy, political or candidate advertising must include a "paid for by ___" label on all frames of the ad to clearly indicate who placed the ad
- all ads are subject to lin media approval – we reserve the right to reject any ad creative
- ads provided on the lin media creative preview site are for preview only. any ads created by lin media are provided as a service and are produced for display advertising on lin media digital properties only. they must not be distributed or used on non-lin media properties.



Display Ad File Sizes

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Max File Sizes – Static and Flash Display

dimensions	flash allowed	max file size (image)	max file size (flash*)
300×250	yes	40k	40k
300×100	yes	40k	40k
728×90	yes	40k	40k
160×600	yes	40k	80k
300×600	yes	40k	80k
638×60	no	40k	na
320×40	no	40k	na
88×31	no	10k	na
50×25	no	10k	na

* **not all flash is classified as rich media.** rich media means non-traditional flash such as overlays, push-downs, in-flash video, etc. when creating normal animated flash files locally, max file size (flash) must be used. initial, polite and total file sizes are only applicable for rich media which requires packaging within a rich media framework such as google rich media, pointroll, etc.

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Rich Media File Sizes

Display Ad Guidelines



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Max File Sizes – Rich Media Display

dimensions / type	max initial file size	max polite file size	max total file size
300×250	40k	80k	120k
300×100	40k	80k	120k
728×90	40k	80k	120k
160×600	80k	160k	240k
300×600	80k	160k	240k
billboard	120k	120k	240k
pencil	120k	120k	240k
wallpaper	120k		120k

note: rich media is not allowed in the 638×60, 320×40, 120×90, 88×31 or 50×25 ad sizes.



Video Standards

Display Ad Guidelines



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Video

pre-roll and post-roll

- maximum spot length: 15 seconds
- dimensions: 320×240 or 640×480
- aspect ratio: 16:9 is strongly recommended – 4:3 will be accepted, however – black bars will appear on video.
- size: up to 2.2mb
- version compatibility: markets are responsible for file conversion and must supply a url to the mp4 file once it's been uploaded. also, all video players are vast 2.0 compliant.
- special instructions: no playback controls allowed – all playback control will be provided within the lin media video player
- please use this naming convention for the video files:
callletters-advertisername-videotitle-monthyear
* all lowercase and do not use symbols
(\$&@'.,?!'[]{}#%^*+=\ | ~<>€£¥•) example: wpri-cardis-springsofa-022014.mp4
- post-roll has the same guidelines and specification as pre-roll.

prestitial video

- acceptable file types for video: mp4, m4v the client video should be transcoded at a 640×480 dimension to ensure quality across all mobile platforms, however, 400×300 is the min requirement
- maximum file size for video: up to 4 mb
- acceptable video length: 15 or 30 seconds
- aspect ratio: 4:3 or 16:9

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Video Continued

live streaming details

- dimensions: 320×240, 640×480 (640×480 recommended)
- format: mp4 – markets are responsible for file conversion and must supply a url to the mp4 file once it's been uploaded. eg. <http://vidroll.linmedia.netdna-cdn.com/archive/wpri-cardis-springsofa-022014.mp4>
- max file size: 34mb
- aspect ratio: 4:3 or 16:9 will be accepted
- spot length: 30 seconds

mobile pre-roll

- video size: 720×480 or 640×480 pixels aspect ratio: 4:3 or 16:9
- video file type: mp4 compression: mpeg-4 (mp4)
- max file size: up to 2.2 mb
- bit rate: wifi – 400kbps, cell – 150kbps frame rate: 30 fps
- audio initiated audio rate: 48 kbits/s
- third party tags: n/a at this time. only dfp-hosted linear vast creatives are compatible across mobile devices
- companions ads: n/a at this time
- ad op's turnaround time: standard 3 days
- targeting capabilities: ros, roa