DIGITAL MECHANICAL SPECIFICATIONS

This list of specifications outlines the general requirements for most digital ads available through Kenilworth Media Inc. brands. Some specifications may vary depending on the exact implementation for a particular brand and may not be available for all brands. Please contact your sales rep or sales@kenilworth.com for more information.

WEB DISPLAY

Ad	WIDTH (pixels)	x	HEIGHT (pixels)
Leaderboard	728	x	90
Big Box/Medium Rectangle	300	x	250
Skyscraper	160	x	600
Half Page	300	x	600
Baseboard/Super Leaderboard	970	x	90
Mobile Adhesion (Small)	300	x	50
Mobile Adhesion (Large)	300	x	100
Mobile Welcome (Pop-up)	300	x	250
Mobile Revealer (On Scroll)	300	x	600

JPG, GIF, PNG, and third-party tags accepted. Advertiser to provide URL.

HIGH IMPACT WEB DISPLAY

Wallpaper banners with adhesion
Size: 300 x 1000 pixels (can have 2 different ad creatives, one for each side of the site)
Live area: 220 x 700 pixels

Wallpaper with full background
Size: 1920 x 1080 pixels
Download the Full Spec Diagram

Pushdown*
Collapsed: 970 x 90 pixels
Expanded: 970 x 415 pixels

Expandable Leaderboard*
Collapsed: 728 x 90 pixels
Expanded: 728 x 315 pixels

Expandable Big Box*
Collapsed: 300 x 250 pixels
Expanded: 300 x 600 pixels

**Pushdown/Expandable ads should include a call to action to expand on the collapsed material and a close button on the expanded material.*

JPG, GIF, PNG, and third-party tags accepted. Advertiser to provide URL.

E-BROADCASTS

HTML*, including embedded hyperlink(s) and image(s), subject line, list seeds. PDF/PSD of e-broadcast material, with URLs provided separately, also acceptable.
Maximum layout width of 750 pixels, no height restriction.
Maximum image width of 600 pixels recommended to avoid spam filters.
Please indicate when material provided if responsive design is required and provide both desktop and mobile layouts.

**Native HTML files that are e-mail ready only. If providing HTML templates that have been built in 3rd party platforms (e.g. Mailchimp, Constant Contact, etc.) or have been designed for webpage use, please also provide a PDF/PSD and URLs so our developers can recode the e-mail (additional charges may apply in this case, please see below).*

First ½ hour of development time is included in your initial booking. Any additional development time required to code, recode and/or make your e-mail responsive will be billed at $85.00/hour.

SPONSORED E-NEWSLETTERS

Ad	WIDTH (pixels)	x	HEIGHT (pixels)
Leaderboard	728	x	90
Big Box/Medium Rectangle	300	x	250

GIF*, JPEG, PNG accepted. Maximum file size 150 kB. Advertiser to provide URL.

**Please note GIFs animations may not display on all e-mail clients. If you are sending an animated GIF, please ensure you indicate which frame you would like displayed in the event that only a static image is shown.*

DIGITAL EDITION SPONSORSHIP

Ad	WIDTH (pixels)	x	HEIGHT (pixels)
Top Banner	900	x	60
Facing Page	500	x	660
Logo	200	x	150

GIF, JPEG, PNG accepted. Maximum file size 150 kB. Advertiser to provide URL(s).

E-BOOKS

Ad	WIDTH	x	HEIGHT
Full Screen	11.2″	x	7″
Half Screen	5.6″	x	7″

Video accepted for digital edition version. YouTube or Vimeo recommended, but native files acceptable with the following recommended settings:

- Compression: H.264 encoding and AAC audio.
- File format: MP4
- Aspect Ratio: No restriction but best to match the video size ratio.
- Frames per second: No restriction.

Simple animations in the digital edition version also available (e.g. fading elements in and out)

- File formats: JPG (solid-colored backgrounds), PNG (transparent backgrounds)

Your e-book package may come with additional material. Contact your sales rep for more detail.

- **Company Logo:** 2″ x 1″
- **Digital Edition Banner:** 900 x 60 pixels. Accepted formats are GIF, JPG and PNG. Advertiser to provide URL.
- **Digital Edition Facing Page:** 500 x 660 pixels. Accepted formats are GIF, JPG and PNG. Advertiser to provide URL.

BRANDED NEWS

Headline (up to 10 words)
200 words of supplied text* (including hyperlinks)
2 images

Accepted text formats: .docx, .txt
Accepted image formats: GIF, JPG, and PNG
Max file size for images: 250 kB
Advertiser to provide URL(s)

**Content is subject to review and may be edited for length, clarity and style.*

BRANDED FEATURES

Headline (up to 10 words)
Up to 4,000 words of supplied text* (including hyperlinks)
Multiple images, graphs, charts, infographics, YouTube/Vimeo URLs

Accepted text formats: .docx, .txt
Accepted image formats: GIF, JPG, and PNG
Max file size for images: 250 kB
Accepted video formats: YouTube/Vimeo
Advertiser to provide URL(s)

**Content is subject to review and may be edited for length, clarity and style.*

NATIVE ADVERTISING - TEXT

Headline (up to 60 characters)
Multiple images (1 minimum)
Third party tracking tags (optional)
250 – 5,000 characters of supplied text
URL(s)

Accepted text formats: .docx, .txt
Accepted image formats: GIF, JPG, PNG
Max file size for images: 250 kB

NATIVE ADVERTISING - VIDEO

Headline (up to 60 characters)
1 video
1 image
Third party tracking tags (optional)
250 – 5,000 characters of supplied text
URL(s)

Accepted video formats: YouTube, Vimeo, .mp4, .mov
Accepted text formats: .docx, .txt
Accepted image formats: GIF, JPG, PNG
Max file size for images: 250 kB

PRODUCTS

Product Name (up to 10 words)
Up to 200 words of text*
1 product image
Up to 5 URLs
Contact info (telephone, e-mail, website)

Max file size: 500 kB
Accepted image formats: GIF, JPG, PNG

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HOSTED VIDEO

Video file (mp4, mov) or link to video (YouTube, Vimeo)
Title (up to 85 characters)
Description (up to 100 words)
Placeholder image (video still or related image)
Company logo
URL to your site