

WEB DISPLAY

Leaderboard	728 x 90 pixels, up to 150kB
Big Box	300 x 250 pixels, up to 150kB
Skyscraper	160 x 600 pixels, up to 150kB
Half Page	300 x 600 pixels, up to 250kB

Accepted formats: GIF, JPEG, and third-party tags

Advertiser to provide URL

HIGH IMPACT WEB DISPLAY

Accepted formats: JPEG, PNG, 3rd party tracking tags, HTML5

Advertisers to provide URL

Wallpaper with adhesion

300 x 1000 pixels (can have 2 different ad creatives, one for each side of the site)

Live area: 220 x 700 pixels

Anchored Expandable (Mobile):

320 x 50 pixels (anchored banner)

320 x 480 pixels (expanded)

Anchored Expandable (Tablet):

768 x 90 pixels (anchored banner)

600 x 600 pixels (expanded)

Pushdown:

970 x 90 pixels (collapsed)

970 x 415 pixels (expanded)

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

Leaderboard 728 x 90 pixels (larger screen sizes) and 300 x 50 pixels (smaller screen sizes)

Big Box 300 x 250 pixels

Maximum file size: 150kB (50kB for 300 x 50 pixels)

Accepted formats: GIF*, JPEG

Advertiser to provide URL

*Please note animated GIFs do 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.



For further assistance with file preparation contact Production at (905) 771-7333 or (800) 409-8688 or e-mail production@kenilworth.com.

Not all ad types listed are available for all publications. Please refer to the publication's media planner or contact your account manager for more detail.

DIGITAL EDITION SPONSORSHIP

Top Banner	900 x 60 pixels, up to 150kB
Facing Page	500 x 660 pixels, up to 250kB
Logo	200 x 150 pixels, up to 150kB

Accepted formats: GIF, JPEG and PNG

Advertiser to provide URL(s) for each of the above

E-BOOKS

Five Full Page Ads (Bleed: 8-3/8" x 11", Trim: 8-1/8" x 10-3/4"
Live Area: 7" x 10").

Video accepted for digital edition version. YouTube or Vimeo recommended, but native files acceptable with the following 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 coloured backgrounds), PNG (transparent backgrounds)

Company Logo (Minimum 2" x 1" @ 300dpi)

Banner (900 x 60 pixels). Accepted formats are GIF, JPG and PNG.

Digital Edition Facing page (500 x 660 pixels). Accepted formats are GIF, JPG and PNG.

Advertiser to provide URL(s) for each of the above

BRANDED NEWS

Headline (up to 10 words)

200 words of supplied text* (including hyperlinks)

2 images

Accepted text formats: .doc, .docx, .txt

Accepted image formats: GIF, JPEG, and PNG

Max file size for images: 72 DPI, up to 250 kb per image

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: .doc, .docx, .txt

Accepted image formats: GIF, JPEG, and PNG

Max file size for images: 72 DPI, up to 250 kb per image

Accepted video formats: YouTube/Vimeo

Advertiser to provide URL(s)

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CONSTRUCTION
MAGAZINE

the construction
specifier

signmedia

POOL & SPA
MARKETING

PISCINES
& Spas

Pools, Spas
& Patios

CANADIAN BUSINESS
Franchise

Jewellery

Veterinary
Practice News

Veterinary
Practice News
CANADA

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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: .doc, .docx, .txt

Accepted image formats: PNG, JPG

Max file size for images: 72 DPI, up to 250 kb per image
 (3 MB total for all images)

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, .mp4, .mov

Accepted text formats: .doc, .docx, .txt

Accepted image formats: PNG, JPG

Max file size for images: 72 DPI, up to 250 kb per image
 (3 MB total for all images)

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: 72 dpi, 500 kb

Accepted formats: GIF, JPEG and PNG

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

PROFILES

5-8 word headline
 Up to 300 word profile*
 50-word summary text* (for broadcast)
 1-2 images
 1 featured image for newsletter (300 x 150px)
 Company logo
 URL

Accepted text formats: .doc, .docx, .txt

Accepted image formats: GIF, JPEG, and PNG

Max file size for images: 72 DPI, up to 250 kb per image

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