



Star Metroland Media Digital Ad Specs

Star Metroland Media (SMM) offers both standard and custom advertising solutions. This document provides the necessary standards and guidelines for running advertising programs with SMM. All SMM advertising specifications and guidelines are in compliance with the IAB Canada's L.E.A.N Principles.

General Guidelines and Requirements:

Ads served locally require GIF/JPG and a click-through URL.

GIF/JPG backup image must be provided with HTML5 creative

Compressed (.zip) HTML5 file must include all assets contained within ad package. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped. One ad size per Zip file.

Expandable creative must user initiated and third-party served/HTML5 and include a close button with a "Close X" on expanded panel with a clear call to action (i.e. "roll over to expand" or "click-to-expand.")

Non-skippable video ads must be watched before your video content can be viewed 15 or 20 seconds in length. Skippable video ads allow viewers to skip ads after 5 seconds.

***All advertising submitted is subject to the approval of the Publisher. We reserve the right to refuse any advertising content that does not meet the company's standards of acceptance**

Standard Rich Media Creative Formats									
Ad Type	Dimensions	Site-Served max file size (GIF,JPG,HTML5)	3rd party served initial max file size (GIF,JPG,HTML5)	Video Length Size & Animation	Video File Size (unlimited if streaming within ad)	Audio	Serving Options	Site Availability	Features
Leaderboard	728x90 expands down: 728x360	75KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
BigBox	300x250 expands down 600x250	150KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close <i>*expanding creative only available on desktop & tablet</i>
Double Big Box	300x600: expands left 600x600	250KB	Initial file load: 250KB Polite file load: 500KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Billboard	970x250 expands down 970x500	250KB	Initial file load: 250KB Polite file load: 500KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Custom Rich Media & Native Creative Formats									
Wallpaper	<i>Fixed dimensions may vary across sites (See Features recommended wallpaper specification)</i>	120KB	-	-	-	-	Site Served	Thestar.com TheKit.ca Toronto.com <i>(require all 3 wallpaper sizes)</i>	click to download wallpaper template for SMM properties
Portrait	300x1050: expands left: 580x460	80KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Native Creative Formats									
Native Inline	600x500 expansion not allowed for this ad unit	1MB JPG	-	-	-	-	Site Served	Thestar.com	Headline: 70 characters including spaces Click through URL must drive to content page Logos and text on image are not permitted click to download work order.

Toronto.com Native Article	300x175 expansion not allowed for this ad unit	40KB JPG/PNG	-	-	-	-	Site Served	Toronto.com	Header: Up to 36 characters (including spaces) Body Text: 120 characters (including spaces) Promoted By: Up to 36 characters (including spaces) click to download example
Video Creative Formats									
In-Stream Video (Pre Roll)	16:9 or 4:3 aspect ratio	N/A	VAST 2.0 or 3.0 (for cross-platform)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50 MB; video formats: MP4/MOV	Always permitted (user initiated on-click)	Site Served or Approved Third-Party Vendor	Thestar.com	Video ads display Pre-roll position. Video will play in native player with standard controls. *Flash video files are not supported*
In-Article Video	4:3 aspect ratio	N/A	VAST 2.0 or 3.0 (for cross-platform) VPAID 2.0 (for desktop only)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50 MB; video formats: MP4/MOV	Always permitted (audio mutes when user hovers off video)	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com	In article video plays after the 5th paragraph on article pages and may include a frequency cap of 1 per user per 1 hour.
Mid-Roll Video	16:9 aspect ratio	N/A	VAST 2.0 or 3.0 VPAID 2.0 (for desktop only)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50 MB; video formats: MP4/MOV	Always permitted (user initiated on-click)	Site Served or Approved Third-Party Vendor	Thestar.com	Displays within the article pages. The Mid-Roll will appear in view within the first 5 seconds of the video positioned at the bottom of the article.
Mobile Web & In-app									
Mobile Banner	320x50: expansion to full-screen allowed for this ad unit.	50 KB	Initial file load: 50KB Polite file load: 100KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	-	-	Site Served or Approved Third-Party Vendor	Thestar.com Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Mobile Interscroller	Portrait min: 320x372 max: 320x400 Landscape min 480x212 max: 480x212 scroll dimensions may vary based on device size	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Approved Third-Party Vendor	Thestar.com (Mobile Web Only)	Click to downown creative build spec
Mainstage	300x250 Responsive; max height 184px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served	Thestar.com Toronto.com	<ul style="list-style-type: none"> • Images (4-8 images supported) <ul style="list-style-type: none"> - Image size: 540x304 - Allowed image formats: JPG, GIF, PNG <ul style="list-style-type: none"> - Max image file size: 200KB -Image captions; limit 25 characters each <ul style="list-style-type: none"> • Logo <ul style="list-style-type: none"> - Logo size: 60x48 - Supported image formats: JPG, GIF, PNG <ul style="list-style-type: none"> - Maximum image file size: 25KB <ul style="list-style-type: none"> • Call to Action - Button copy, limit 13 characters - Default blue text on white background <ul style="list-style-type: none"> • Destination URL
Hyperplay	300x250 Responsive; max height 248px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	6 MB	Audio must be user initiated	Site Served	Thestar.com Toronto.com	<ul style="list-style-type: none"> • Video animation guidelines <ul style="list-style-type: none"> - Minimum video size: 480x270 - Video ratio: 16:9 ratio - Maximum video file size: 6MB - Supported video format: MP4 • Description; limit 60 characters, white default <ul style="list-style-type: none"> • Call to Action - Button copy, limit 13 characters - White text over transparent background <ul style="list-style-type: none"> • Destination URL

Windowplay	300x250 Responsive; max height 248px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served	Thestar.com Toronto.com	<ul style="list-style-type: none"> • Video animation guidelines <ul style="list-style-type: none"> - Minimum video size: 480x270 - Video ratio: 16:9 ratio - Maximum video file size: 6MB - Supported video format: MP4 <ul style="list-style-type: none"> • Background image <ul style="list-style-type: none"> - Image size: 540x608 - Supported image formats: JPG, PNG, GIF - Maximum image file size: 200KB <ul style="list-style-type: none"> • Overlay logo image: <ul style="list-style-type: none"> - Image size: 252x240 - Supported image formats: JPG, PNG, GIF - Maximum image file size: 50KB <ul style="list-style-type: none"> • Destination URL
Wrapper	300x250 Custom	N/A	Initial file load: 100KB Polite file load: 300KB	-	-	Audio must be user initiated	Site Served	Thestar.com Toronto.com (Mobile Web Only)	<ul style="list-style-type: none"> • In-text Ad Unit ID • Phone Images (1 minimum; 2 maximum) <ul style="list-style-type: none"> - Image size: 1248x374 - Allowed image formats: JPG, GIF, PNG - Max image file size: 200KB • Tablet Images (1 minimum; 2 maximum) <ul style="list-style-type: none"> - Image size: 1856x278 - Allowed image formats: JPG, GIF, PNG - Max image file size: 200KB <ul style="list-style-type: none"> • Railing background color • Destination URL
Lookbook	300x250 Responsive; max height 248px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served	Thestar.com (Mobile Web only)	<p>Hero Image*: 200KB; JPG, GIF, PNG Hotspots*: between 2-5 required Logo*: 25KB; JPG, GIF, PNG CTA Copy*: 13 characters max Product Image*: 200KB; JPG, GIF, PNG Product Title*: 25 characters max Description: 60 characters max Product Price: 10 characters max CTA Copy*: 13 characters max</p> <ul style="list-style-type: none"> • Destination URL <p><small>*required</small></p>