



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

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
Standard Format							
Big Box	300x250	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Double Big Box	300x600	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Leaderboard	728x90	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Mobile Banner	320x50	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Large Format							
Billboard	970x250	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Portrait	300x1050	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Static Interscroller	Portrait min: 320x480 max: 768x1230 Landscape min 480x270 • Destination URL scroll dimensions may vary based on device size	JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	Animation: max 3 loops	N/A	N/A	Site Served
Static Wallpaper	<p>TheStar & Regional Dailies: Image Dimension: 1920x1240 • Website Width: 1176px • Top Space with Leaderboard: 110px • Menu Bar Blocked Space: 215px</p> <p>Communities: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 Website Width: 1175px • Top Space with Leaderboard: 123px • Top Space with Billboard: 283px</p> <p>HomeFinder: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 Website Width: 970px • Top Space with Leaderboard: 113px • Top Space with Billboard: 273px</p> <p>TravelAlerts: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1011px • Top Space with Leaderboard: 110px</p> <p>Wheels: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1200px • Menu Bar Blocked Space: 90px (Details see wallpaper specification)</p>	JPG, GIF, PNG	200KB	Animation: max 3 loops	N/A	N/A	Site Served

Rich Media Format							
Rich Media Big Box	300x250 depend on rich media features	-	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
Rich Media Double Big Box	300x600 depend on rich media features	-	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
Rich Media Leaderboard	728x90 depend on rich media features	-	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
Rich Media Billboard	970x250 depend on rich media features	-	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
Rich Media Portrait	300x1050 depend on rich media features	-	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
Rich Media Big Box - Media Gallery	Supported up to 5 images Image: 298x179 (200KB max) Logo: 30x240 (50KB max) • Destination URL for each image • Destination URL for logo	JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	N/A	N/A	N/A	Site Served
Rich Media Big Box - In-Banner Video	Video: min 480x270 (16:9 ratio) Video Preview Image: 298x170 (200KB max) Logo: 30x240 (50KB max) • Call to Action Button copy: limit 13 characters • Destination URL	video: MP4, MOV, AVI Image: JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	6MB	User Initiated	Site Served
Rich Media Interscroller	Portrait min: 320x372 max: 320x400 Landscape: 480x212 • Destination URL scroll dimensions may vary based on device size	JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	6MB	User Initiated	Site Served
Mobile Hyperplay	Video: min 480x270 (16:9 ratio) • Description; limit 60 characters • Call to Action Button copy: limit 13 characters • Destination URL Responsive; max height 248px	MP4	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	6MB	User Initiated	Site Served
Mobile Windowplay	Video: min 480x270 (16:9 ratio) Image: 540x608 (200KB max) Overlay logo: 252x240 (50KB max) • Destination URL Responsive; max height 248px	video: MP4 Image: JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds	6MB	User Initiated	Site Served
Mobile Lookbook	Hero Image: 720x458 (200KB max) Logo: 110x24 (25KB max) Hotspots: 2-5 required • Product Image: 304px height (200KB max) • Product Title: limit 25 characters • Description: limit 60 characters • Product Price: limit 10 characters • Call to Action Button copy: limit 13 characters • Destination URL Responsive; max height 248px	JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	N/A	N/A	N/A	Site Served
Mobile Mainstage	Supported 4-8 images Image: 540x304 (200KB max) Logo: 60x48 (25KB max) • Image captions; limit 25 characters each • Call to Action Button copy: limit 13 characters • Destination URL Responsive; max height 184px	JPG, GIF, PNG	Initial file load: 100KB Polite file load: 300KB	N/A	N/A	N/A	Site Served
Mobile Wrapper	Mobile Image: 1248x374 (1-2 images) • Railing background color • Destination URL	JPG, GIF, PNG	200KB	N/A	N/A	N/A	Site Served

Proprietary Format							
Native	Image: 1200x667 • Headline: limit 40 characters • Body Text: limit 120 characters • Promoted By: limit 36 characters • Destination URL Logos and text on image are not permitted	JPG, GIF, PNG	200KB	N/A	N/A	N/A	Site Served
Mobile Social Card	• Social Post URL	N/A	N/A	N/A	N/A	N/A	Site Served
Video Format							
OutStream Video	Video:16:9 or 4:3 aspect ratio	MP4, MOV, VAST 4.0	4MB	15 or 30 seconds	4MB	Always permitted (audio mutes when user hovers off video)	Site Served or Approved Third-Party Vendor

Language

French ads to serve against French content only (IE: Save.ca French Section)
 Chinese ads to serve against Chinese content only (IE: Sing Tao)

