







# ONLINE ADVERTISING SPECS

AD STYLE	PLATFORM	DIMENSIONS (PIXELS)	FILE FORMATS (ONLY IN RGB)	HTML5*	MAXIMUM FILE SIZE	ANIMATION** LENGTH	MAXIMUM LOOPS
Leaderboard		970 x 90	GIF/JPG/PNG	✓	200kb	15 sec.	3 loops of 5 sec.
		728 x 90					
		300 x 100					
M300		300 x 250	GIF/JPG/PNG	✓	150kb	15 sec.	3 loops of 5 sec.
		300 x 100					
Leaderboard Upgrade		970 x 250	GIF/JPG/PNG	✓	200kb	15 sec.	3 loops of 5 sec.

\*Animation not available on mobile devices. \*\*HTML5 files must be SSL compatible to serve on Calgary Home Living.

## GUIDELINES

- A 2 px border is required, or the ad must be clearly defined within the allowable ad space.
- Ads cannot be designed to blend into page content.
- Animation should be limited to no more than 3 loops and no more than 15 seconds.
- Ads may not falsify information or mislead users; they must reflect the service or product being advertised.
- Creatives cannot include inaccurate imagery or content.
- Creatives should have a clean aesthetic look.
- Disruptive designs intended only to attract attention using inappropriate imagery, revealing imagery is not allowed.
- The action of clicking on an ad must not initiate a download.
- SWF files are not allowed.
- All ads are subject to review and Source Media Group reserve the right to terminate any campaign.

## DEADLINES

Ad runs THURSDAY to WEDNESDAY

Final Ad Materials: MONDAY (Client submitted)

Booking deadline: 10 business days prior to Final Ad Materials (Monday)

To be build\*\*\* ads: same as booking deadline

\*\*\*Charges apply

## MATERIALS SUBMISSION

All creative must be received 4 days prior to start of schedule.



UPLOAD all creative via  
[www.hightail.com/u/smgARTWORK](http://www.hightail.com/u/smgARTWORK)