

EXPANDED AD - RIGHT RAIL > SPECIFICATIONS

IMAGE FORMAT	JPG, PNG, GIF
VIDEO FORMAT	MP4 or MOV (high resolution) 30 fps Codec: H.264 or ProRes
CREATIVE RATIO	16:9 or 4:3 Ratio

COPY REQUIREMENTS

HEADLINE	Short Headline: 25 Characters
BODY	Short Body: 90 Characters
BRAND LOGO	1:1 Ratio (Mandatory)
OTHER TEXT	Brand Name: 25 characters (mandatory) CTA/Caption URL: 30 characters
TRACKERS	Impression Tracking URL and Click Tracking URLs (Headline, Body text Main Image, Logo, Call to Action, Brand Name and Caption URL)

Material to be supplied
5 business days in advance
of start date.

SEND MATERIAL TO:
Production Manager
Karen Samuels karens@newcom.ca
(416) 510-5190