SAGACITY MEDIA

the stories of our cities

PORTLAND / SEATTLE / HOUSTON / SARASOTA / ASPEN / VAIL / PARK CITY

DIGITAL ADVERTISING SPECIFICATIONS

DISPLAY ADVERTISING

Unit	Dimensions	2x (Retina)	Appears On	Max File Size
Mobile Leaderboard	320x50	640x100	Mobile	80kb
Leaderboard	728x90	1456x180	Tablet, Desktop	80kb
Super Leaderboard	970x90	1940x180	Desktop	80kb
Billboard	970x250	1940x500	Desktop	80kb
Medium Rectangle	300x250	600x500	Mobile, Desktop	80kb
Large Rectangle	300x600	600x1200	Desktop	80kb

» Every campaign must be accompanied by a click-through URL provided by the client.
» To ensure that your ad appears across all pages and devices, all sizes above are required.
» Publishing an ad requires three (3) business days from receipt of all materials.

SUPPORTED FILE FORMATS
We support GIF, JPEG, and PNG image formats. Animated GIFs are accepted within the file size limits specified above. All images must use the RGB color space; CMYK is not supported.

HIGH-DENSITY CREATIVES
We accept 2x-scaled creatives for high-density ("Retina") displays. Submission of high-density creatives is optional, but encouraged: they will display crisper text and sharper details on most mobile phones and tablets, as well as some laptops and desktops.

THIRD-PARTY TAGS
We are happy to serve third-party ad tags. Please provide any third-party tags in a TXT file.

HTML5 ADVERTISING
We are able to host and serve HTML5 creatives built using Google Web Designer (GWD) or Adobe Animate CC. Furthermore, we support all HTML5 creatives hosted through third-party ad tags.
» When using Google Web Designer to build HTML5 creatives, be sure to select "Double-Click" as the environment.
» https://h5validator.appspot.com provides a good resource for testing the compatibility of HTML5 creatives.

FLASH
Given the growth of platforms that no longer support Flash (iOS, most Android devices, Safari, and Chrome), Flash creatives are no longer supported.

RICH MEDIA ADVERTISING

Every rich media ad must be accompanied by a click-through URL provided by the client.
Publishing an ad requires three (3) business days from receipt of all materials.

WALLPAPER

	Dimensions	Appears On	Accepted Formats	Color	Max File Size
Wallpaper	1920x1080	Desktop	JPEG	RGB	200kb

CREATIVE SPECIFICATIONS

» **Website content** will cover the center 1088 pixels of the image.
» The **text-safe areas** will be visible on most desktop screens, and should fully contain logos or marketing copy.
» The **art-safe area** will be visible to varying degrees on larger desktop screens, and may contain background imagery or colors, product imagery, or other nonessential copy.
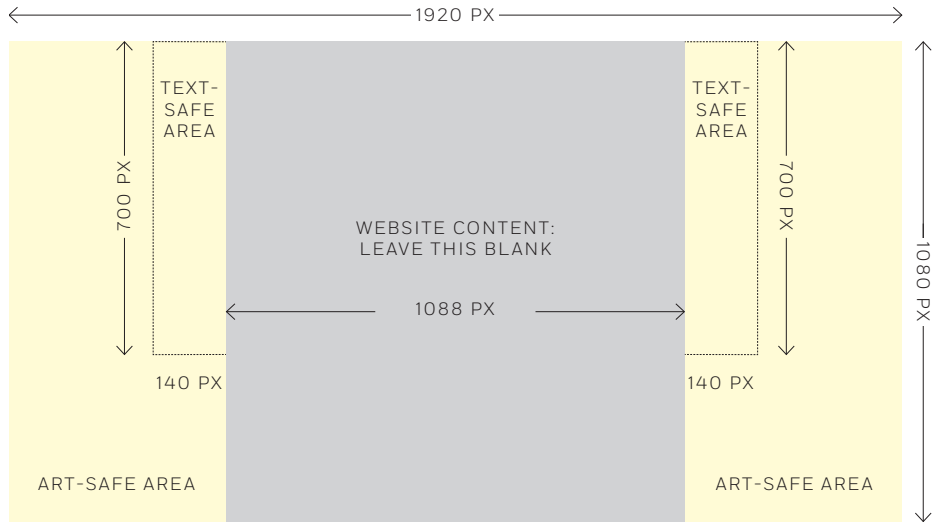
INTERSTITIAL

	Dimensions	Appears On	Accepted Formats	Color	Max File Size
Interstitial	1024x768	Desktop, Tablet, Mobile	JPEG	RGB	200kb

» Interstitial advertising is limited to one impression per visitor per day.

VIDEO INTERSTITIAL

	Dimensions	Appears On	Accepted Formats	Max File Size
Video	720p or 1080p	Desktop	MP4 or MOV encoded as H.264	20mb
Companion Banner	728x90	Desktop	JPG, PNG, GIF	80kb

» Interstitial advertising is limited to one impression per visitor per day.
» Due to auto-play limitations on phone and tablet operating systems, video interstitials are only available on desktop.

DISPLAY ADVERTISING

Publishing an ad requires three (3) business days from receipt of all materials.

	Dimensions	Accepted File Formats	Max File Size
Horizontal Banner	415x100	JPEG, PNG	40k
Click-Through URL	» One stand-alone URL is required » Clients may furnish a simple URL tracking link » Javascript and cache busting are not supported		

NATIVE ADVERTISING

The following specifications are for native ads which 1) run only in e-newsletters and 2) link directly to an advertiser's site. For sponsored content that runs on our website and its associated native advertising, see the "Sponsored Content/Native Advertising" section.

Publishing an ad requires three (3) business days from receipt of all materials.

	Specifications
Headline	» Between 5 and 15 words long » Should use title case, e.g. "Why Not Visit Ireland Now?"
Subtitle	» Maximum of 255 characters long » Should be complete sentences, ending in a period » Should not repeat words from the headline
Thumbnail	» Must conform to a 3:2 aspect ratio (or be croppable to 3:2) » Should be a JPG at least 1200x800 at 72dpi » Must not contain logos or text
Click-Through URL	» One stand-alone URL is required » Clients may furnish a simple URL tracking link » Javascript and cache busting are not supported

SPONSORED CONTENT / NATIVE ADVERTISING

All information below is required to publish a sponsored article. Publishing a sponsored article requires five (5) business days from receipt of all materials. Please submit text in Microsoft Word format, and submit images under separate cover.

EDITORIAL STYLE

Sponsored content is promoted on the website and in e-newsletters through native advertising, which appears alongside editorial content. Effective sponsored content feels at home amidst our editorial content, and ideally matches our editorial style and tone.

	Specifications

Headline	» Between 5 and 15 words long
	» Should use title case, e.g. "Why Not Visit Ireland Now?"
	» Tips for writing effective web headlines:
	  » Be focused and literal. Make sure the promise made in the headline is fulfilled in the article.
	  » The headline should make sense out of context. Avoid puns.
	  » Use active voice and proper nouns (names, teams, locations).
	  » Lists can be very effective. ("10 Ways to…", "7 Best…")
	  » Questions can be effective. ("When Can You See the Lunar Eclipse in Houston?")
	  » Is there an actionable item or command? ("6 Houston Bars You Need to Visit Right Now")
	  » Is there a how-to aspect? ("How to Fly From Houston to Madrid For $399")

Subtitle	» Maximum of 255 characters long
	» Should be complete sentences, ending in a period
	» Should not repeat words from the headline
	
	» Article subtitles appear in the following locations:
	  » Below the headline on the article page, providing an appropriate lead-in to the content
	  » In article previews, building interest and enticing users to click

Content	» Article content should be between 300 and 700 words long » Linked text and formatting may be included in the Word document
Thumbnail	» Must be a JPG at least 1200x800, and no larger than 5000x3333 at 72dpi » Aspect ratios between 1:1 and 3:2 are recommended; thumbnails may be cropped in certain scenarios on the website or in email templates » Must not contain logos or text

SPONSORED MICROSITE

All information below is required to publish a sponsored microsite. Publishing a sponsored microsite requires five (5) business days from receipt of all materials. Please submit text in Microsoft Word format, and submit images under separate cover.

	Specifications
Title	» Microsite titles should be between 5 and 15 words long » Use title case, e.g. "A Retail Gal's Guide to Surviving the Holidays"
Subtitle	» Maximum of 255 characters long » Should be complete sentences, ending in a period » Example: "Decorations! Gifts! Sales! Sweaters! What's a girl to do?"
Content	» Microsite content is optional, but provides an opportunity to introduce and provide context for the coming collection of articles » Content should be between 25 and 100 words long » Linked text and formatting may be included in the Word document
Cover Photo	» JPEG format required; CMYK color format is not supported » Cover photos must be at least 1200x800, and no larger than 5000x3333 at 72dpi » Cover photos will be cropped to a 3:2 aspect ratio » Cover photos must not contain logos or text
Articles	» Between 5 and 10 articles are recommended » Each article follows the spec for Sponsored Content (see previous page)

All information below is required to publish a sponsored listing. Publishing a sponsored listing requires five (5) business days from receipt of all materials. Please submit text in Microsoft Word format, and submit images under separate cover.

DOCTORS & DENTISTS

REQUIRED FIELDS
» Doctor or Dentist Name
» Practice/Clinic/Facility Name, Address, ZIP, Phone Number, and Hours
» Practice Area (ask account executive for list of available practice areas)
» Text (up to 400 words; may include hyperlinks)
» Website URL
» Photos (up to three; minimum 1200px wide)

OPTIONAL FIELDS
» Languages Spoken
» Insurance Accepted
» Facebook URL
» Twitter URL
» Logo Image
» Video Embed Code (YouTube, Vimeo, or other video hosting service accepted)

LAWYERS

REQUIRED FIELDS
» Lawyer Name
» Firm Name, Address, ZIP, Phone Number, and Hours
» Practice Area (ask account executive for list of available practice areas)
» Text (up to 400 words; may include hyperlinks)
» Website URL
» Photos (up to three; minimum 1200px wide)

OPTIONAL FIELDS
» Facebook URL
» Twitter URL
» Logo Image
» Video Embed Code (YouTube, Vimeo, or other video hosting service accepted)

RESTAURANTS

REQUIRED FIELDS
» Restaurant Name, Address, ZIP, Phone Number, and Hours
» Cuisine(s) (ask account executive for list of available cuisines)
» Meal Time(s) (ask account executive for list of available meal times)
» Feature(s) (ask account executive for list of available restaurant features)
» Occasion(s) (ask account executive for list of available restaurant occasions)
» Feature(s) (ask account executive for list of available restaurant features)
» Text (up to 400 words; may include hyperlinks)
» Website URL
» Reservation URL
» Photos (up to three; minimum 1200px wide)

OPTIONAL FIELDS
» Facebook URL
» Twitter URL
» Logo Image
» Video Embed Code (YouTube, Vimeo, or other video hosting service accepted)

SPONSORED SOCIAL MEDIA POSTS

All information below is required to publish a sponsored social media post. Publishing a sponsored social media posts requires three (3) days from receipt of all materials. Please submit text in Microsoft Word format, and submit images under separate cover.

INSTAGRAM

	Specifications
Text	» 2200 characters max » Only the first 130 characters will be visible before requiring a tap to expand the caption » Include all hashtags and @mentions.
Image	» 1080x1080 pixels

TWITTER

	Specifications
Text	» 140 characters max » Include all hashtags and @mentions.
Image	» 1024x512 pixels » Up to four images allowed

FACEBOOK

	Specifications
Text	» 650 characters max » Include all hashtags
Image	» 1080x1080 pixels
Facebook Page URL	» The client's facebook page to be mentioned