Digital Ad Specs . . . .

size	location	animation	max. file size
728x90 or 970x90	mysa.com/EN.com Top and Bottom Banner	15 sec.	40k
300x250 Banner Rectangle	Cross Platform Above the fold (ATF) or Below the fold (BTF)	15 sec.	40k
300x600 Megaboard	Home Page, Sections, or ROS	15 sec	40k
970x250	Home Page, Section Fronts or ROS (or Static Billboard)	15 sec	100k
Mobile 320x50	Mobile (adhesion)		10k
Express-News.com Home Page or Section Fronts	970x250	15 sec	100k
Optima Ad Sizes:	970x90,160x600, 300x600, 320x50, 300x250, 728x90	15 sec	40k
	970x250	15 sec	100k
Hero 970x250	Video, Image or 3 Photos - Built In-House		

eMail Blast 600 x 800 (optimal width depth is flexible-less than 1700 pixels)**.....**html with supporting jpg graphics. Ask for entire spec document.

Countdown Clock	Built-in house Only: Logo _ Copy _ End Date/Time + URL
970x250 w/video	Built-in house Only: Headline _ 20-Character Max _ Subhead 30 Characters Max _ Logo _ Video 16:9 _ mp4 Format _ 15 or 30 sec _ Under 60 mb _ +URL
Mini Cinema	Built-in house Only: 300x250 High Res Static Image and Video 16:9 _ mp4 Format _ 15 or 30 sec _ Under 60 mb _ +URL
FlipBook	Built-in house Only: 4-7 High Res Wide Images _ Logo _ Text _ +URL
Interscroller	Built-in house Only: Image 400x600 + URL
Cinema	Built-in house Only: 300x600 High Res Static Image & Video 16:9 _ mp4 Format _ 15 or 30 sec _ Under 60 mb _ +URL
Video	mp4 Format _ 15 or 30 sec _ 60 mb Max Size

NOTE: Due to the lack of support for Flash banners from all major browsers, the Express-News no longer accepts Flash files.
*Static, Gif & HTML5 (ad tags) are supported

Production Specs . . . .

important details

Border: All ads must have a 1 pixel border if any of the background does not have discernible color.

Animation: Animation must stop at designated times (see above chart)

Audio: User initiated

Frame Rate: Frame rate may not exceed 24 fps (12 is recommended)

① Keep It Simple

❑ Focus on promoting only one product or service per ad.

❑ Use stimulating copy such as "Free oil change" to garner consumer attention.

❑ Include rich media or video.

② Use Your Brand's Look & Feel

❑ If you have a recognizable brand, take advantage of your company's brand colors, logo, fonts and descriptions. These elements already resonate with your audience and they consciously or subconsciously associate them with your company.

❑ When incorporating your logo into a banner ad, the sweet spot for placement is the top center of the advertisement.

③ Understand & Emotionally Connect with your audience

❑ Convey a positive feeling such as smiling people, puppies or babies are very effective at increasing click-thrus on your banner advertisement.

❑ Promote any claims to fame or unique differentiators such as being the oldest or having the best customer service in your industry.
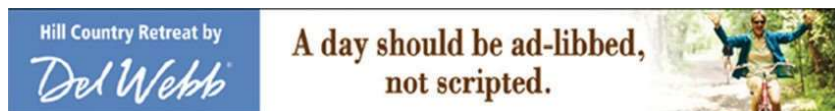
④ Clear Call To Action - Less is more!

❑ The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be a standout focal point of the ad, prompting viewers to click on it.

❑ The value proposition showcases the service/product your brand provides and calls attention to itself with attractive products, special offers and prices, i.e. 'High Quality,' '50% off,' 'Limited time offer,' or 'Free!' It should take up the most space in your ad and be the first thing that you viewers' eyes are attracted to.