



## Star Metro Media Online Ad Specs

Star Metro 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 Interactive Advertising Bureau Canada's standards.

### 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 be third-party served or HTML5 and include a close button with a "Close X" on expanded panel and a clear call to action (i.e. "roll over to expand" or "click-to-expand.")

Flash is no longer supported on Star Metro Media properties.

Standard Rich Media Creative Formats									
Ad Type	Dimensions	Site-Served max file size (GIF, JPG, HTML5)	3rd party served initial max file size (GIF, JPG, HTML5)	Video Length Size & Animation	Video File Size (unlimited if streaming within ad)	Audio	Serving Options	Site Availability	Features
Leaderboard	728x90 expands down: 728x360	40KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
BigBox	300x250 expands down 600x250	40KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close <b>"this ad unit size is available cross-device"</b>
Half Page	300x600: expands left 600x600	80KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Billboard	970x250 expands down 970x500	80KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Custom Rich Media & Native Creative Formats									
Wallpaper	<i>fixed dimensions may vary across O&amp;O sites (See Features recommended wallpaper specification)</i>	120KB	-	-	-	-	Site Served	Thestar.com Metronews.ca Toronto.com TheKit.ca	<a href="#">click to download wallpaper template for O&amp;O SMM properties</a>
Cascade	940x230: expands down: 940x690 *each panel expands 940x230	80KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
Portrait	300x1050: expands left: 580x460	80KB	Initial file load: 150KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close

<b>Catfish</b>	<b>990x90:</b> expansion not available for this unit	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated (default state is muted)	Approved Third-Party Vendor	Thestar.com Metronews.ca TheKit.ca	Control = "Close X" ; Font = 8pt (11px) - 16pt (21px). Video must include: Play, Pause, Mute (and/or volume control to 0).
<b>Full-Screen Interstitial (Desktop)</b>	<b>500x500:</b> expansion also available out of standard IAB ad unit size	N/A	Initial file load: 150KB Polite file load: 300KB	Max animation length: 10 seconds (max 2 loops); 24 FPS; disappears if no interaction; 30 seconds allowed only if user interacts within first 10 sec of display	2.2MB	Audio must be user initiated (on click: mute/unmute); default state is muted.	Approved Third-Party Vendor	Thestar.com Metronews.ca TheKit.ca	Include "Close X" button if covering content. Video must include; Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control). Frequency cap of minimum: 1 per hour per user may be applied.
<b>Superbutton</b>	<b>237x90:</b> expansion not allowed for this unit.	40KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Metronews.ca	Ad unit can be collapse if one cannot be provided by creative provider
<b>Feature Advertiser</b>	<b>135x168:</b> image only: 135x98	10 KB	-	-	-	-	Site Served	Thestar.com Metronews.ca Toronto.com	Feature Advertiser images cannot include text or logo graphics  <a href="#">click to download work order</a>
<b>Native Inline</b>	<b>600x500</b> expansion not allowed for this ad unit	1MB	-	-	-	-	Site Served	Thestar.com	70 character headline. Click through URL must drive to content page or web form
<b>Video Creative Formats</b>									
<b>In-Stream Video</b>	<b>16:9 or 4:3 aspect ratios</b>	N/A	VAST 2.0 or 3.0 (for cross-platform)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50MB; video formats: MP4/MOV	Always permitted (user initiated on-click)	Site Served or Approved Third-Party Vendor	Thestar.com	Video ads display Pre-roll position. Video will play in native player with standard controls. *Flash video files are not supported*
<b>In-Article Video</b>	<b>4:3 aspect ratio</b>	N/A	VAST 2.0 or 3.0 (for cross-platform) VPAID 2.0 for (desktop only)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50 MB; video formats: MP4/MOV	Always permitted (audio mutes when user hovers off video)	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com	In article video plays after the 5th paragraph on article pages and may include a frequency cap of 1 per user per 1 hour.
<b>Mid-Roll Video</b>	<b>16:9 aspect ratio</b>	N/A	VAST 2.0 or 3.0 VPAID 2.0 for (desktop only)	Video Length: 15 or 30 seconds (24 FPS; Max 30 FPS)	50 MB; video formats: MP4/MOV	Always permitted (user initiated on-click)	Site Served or Approved Third-Party Vendor	Thestar.com	Displays within the article pages. The Mid-Roll will appear in view within the first 5 seconds of the video positioned at the bottom of the article.
<b>Mobile Web &amp; In-app</b>									
<b>Mobile Banner</b>	<b>320x50:</b> expansion to full-screen allowed for this ad unit.	40 KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	-	-	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca	Must be user initiated click to expand and click to close
<b>Mobile Interstitial</b>	<b>320x480:</b> min dimensions for mobile <b>768x1024:</b> min dimensions for tablet	100 KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Thestar.com Metronews.ca Toronto.com TheKit.ca <b>(available for Mobile Web &amp; App)</b>	<b>Thestar.com App</b> For site served and third-party creative: App will add a close "X" button automatically. <b>Thestar.com Mobile Web</b> For site served creative: publisher site will add a close "X" button automatically. If Third-Party creative is submitted, creative provider must include close "X" button. <b>Metronews.ca App</b> For site served and third-party creative: App will add a close "X" button automatically <b>Metronews.ca Mobile Web</b> - Third Party Served, close "X" button must be applied. Site-served creative formats not available.

In-App Loading Screen	320x480: mobile-phone screens 768x1024: tablet screens	100 KB	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served or Approved Third-Party Vendor	Metronews.ca (App Only)	Metronews.ca App - Site/Third Party Served, app will add a close button automatically
Mobile Interscroller	Portrait min: 320x372 max: 320x400 Landscape min 480x212 max: 480x212 scroll dimensions may vary based on device size	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Approved Third-Party Vendor	Thestar.com Metronews.ca (Mobile Web Only)	<a href="#">Click to download creative build spec</a>
Mainstage	300x250 Responsive; max height 184px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served	Thestar.com Metronews.ca Toronto.com	<ul style="list-style-type: none"> <li>• Images (4-8 images supported) <ul style="list-style-type: none"> <li>- Image size: 540x304</li> <li>- Allowed image formats: JPG, GIF, PNG</li> <li>- Max image file size: 200KB</li> <li>- Image captions; limit 25 characters each</li> </ul> </li> <li>• Logo <ul style="list-style-type: none"> <li>- Logo size: 60x48</li> </ul> </li> <li>- Supported image formats: JPG, GIF, PNG</li> <li>- Maximum image file size: 25KB</li> <li>• Call to Action <ul style="list-style-type: none"> <li>- Button copy, limit 13 characters</li> <li>- Default blue text on white background</li> </ul> </li> <li>• Destination URL</li> </ul>
Hyperplay	300x250 Responsive; max height 248px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	6 MB	Audio must be user initiated	Site Served	Thestar.com Metronews.ca Toronto.com	<ul style="list-style-type: none"> <li>• Video animation guidelines <ul style="list-style-type: none"> <li>- Minimum video size: 480x270</li> <li>- Video ratio: 16:9 ratio</li> <li>- Maximum video file size: 6MB</li> <li>- Supported video format: MP4</li> </ul> </li> <li>• Description; limit 60 characters, white default</li> <li>• Call to Action <ul style="list-style-type: none"> <li>- Button copy, limit 13 characters</li> <li>- White text over transparent background</li> </ul> </li> <li>• Destination URL</li> </ul>
Windowplay	300x250 Responsive; max height 248px	N/A	Initial file load: 100KB Polite file load: 300KB	Up to 30 seconds; recommend 15 seconds; max 3 loops	2.2MB	Audio must be user initiated	Site Served	Thestar.com Metronews.ca Toronto.com	<ul style="list-style-type: none"> <li>• Video animation guidelines <ul style="list-style-type: none"> <li>- Minimum video size: 480x270</li> <li>- Video ratio: 16:9 ratio</li> <li>- Maximum video file size: 6MB</li> <li>- Supported video format: MP4</li> </ul> </li> <li>• Background image <ul style="list-style-type: none"> <li>- Image size: 540x608</li> </ul> </li> <li>- Supported image formats: JPG, PNG, GIF</li> <li>- Maximum image file size: 200KB</li> <li>• Overlay logo image: <ul style="list-style-type: none"> <li>- Image size: 252x240</li> </ul> </li> <li>- Supported image formats: JPG, PNG, GIF</li> <li>- Maximum image file size: 50KB</li> <li>• Destination URL</li> </ul>
Wrapper	300x250 Custom	N/A	Initial file load: 100KB Polite file load: 300KB	-	-	Audio must be user initiated	Site Served	Thestar.com & Toronto.com (Mobile Web Only)	<ul style="list-style-type: none"> <li>• In-text Ad Unit ID</li> <li>• Phone Images (1 minimum; 2 maximum) <ul style="list-style-type: none"> <li>- Image size: 1248x374</li> <li>- Allowed image formats: JPG, GIF, PNG</li> <li>- Max image file size: 200KB</li> </ul> </li> <li>• Tablet Images (1 minimum; 2 maximum) <ul style="list-style-type: none"> <li>- Image size: 1856x278</li> <li>- Allowed image formats: JPG, GIF, PNG</li> <li>- Max image file size: 200KB</li> </ul> </li> <li>• Railing background color</li> <li>• Destination URL</li> </ul>