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*with* STRONG  
ROOTS



# APTN Digital Advertising Standards and Creative Specifications



## OVERVIEW

Client banner ads will rotate into advertising spaces based on availability across sites (aptn.ca and aptnnews.ca).

## SPECS

- Run-Of-Site Banner Ads 300 x 250<sup>1</sup> and 728 x 90 (320 x 50 version for mobile)
- Image DPI 72 pixels/in
- Maximum Initial K-weight – 75 KB for static, 150 KB for HTML5

<sup>1</sup> not available ROS on aptnnews.ca

## FORMATS

- Basic images files jpg, gif, and png or 3rd party tags, HTML5.
- Rich media executions must be 3rd party served and be SSL compliant
- HTML5 backup image recommended (send as separate image file)
- No flash accepted

## TARGETING

Within specific postal codes/cities/provinces  
Browser language (English or French)

## CREATIVE DEADLINES

- Standard Ad Creative: three (3) business days before launch
- Rich Media/Third Party Ad Creative: five (5) business days before launch
- Click-through URL must be provided for each ad unit

APTN sites are IAB Canada compliant. All APTN ads are served through Google Ad Manager. Any element not meeting spec will be returned for revision, which may delay the expected launch date and result in lost impressions. APTN has the right to reject any ad on the basis of specifications or content.