# Creative Specs

**Desktop Size:** ❯

| | |
|---|---|
| Leaderboard: | 728 x 90 pixels |
| Billboard: | 300 x 250 pixels |
| Large Skyscraper: | 300 x 600 pixels |

**Mobile Size:** ❯

| | |
|---|---|
| Static Rectangle: | 300 x 250 pixels |
| Static Wide Banner: | 320 x 50 pixels |

**File Types:** ❯ gif, jpg, png or html 5

**File Size Requirements:** ❯

| |
|---|
| Gif = under 40kb |
| Jpeg = under 40kb |

**Ad Loop:** ❯ One loop

**Ad Design:** ❯ Must have border

# Deadlines

**File Types:** ❯ If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:
**creative@connecticutmediagroup.com**

Rev. 6/23/2017

**Connecticut Post | Greenwich Time | Stamford Advocate | The News-Times | The Norwalk Hour**
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager

HEARST CONNECTICUT MEDIA GROUP

# Creative Specs

**Size:** ❯

Sliding Billboard; two pieces:

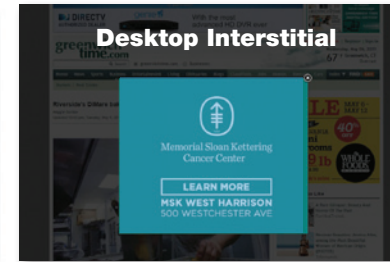| | |
|---|---|
| Pencil = | 951 x 30 pixels |
| Drop = | 951 x 300 (max) pixels |
| Watermark Wrap: | 1630 x 1275 pixels Top 126px |
| Desktop Interstitial: | 550 x 450 pixels |

**Design Specs:** ❯

• Must have border

• If animated, no longer than 8 seconds

• No file size restrictions

• ClickTags not required

# Deadlines

**File Types:** ❯

If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:
**creative@connecticutmediagroup.com**

Watermark Wrap

Sliding Billboard
with Pencil Leave-behind

Desktop Interstitial

Rev. 6/23/2017

**Connecticut Post | Greenwich Time | Stamford Advocate | The News-Times | The Norwalk Hour**
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager

HEARST CONNECTICUT **MEDIA GROUP**