FatTail Media Tree Guidance: Shared Template Project

# What’s going away:

* Sunset Ad Units (Article + HP + Section Front):
  + B728
    - Typically Level 4: Leaderboard | Position: BTF
  + A728
    - Only need to remove for sponsorship products
  + GO300
  + MW728 units
  + LA300
  + SPweather tile
* Sunset creative sizes:
  + Ending practice of Master-Companion for most products except for The Crown
  + 3x1, 3x3 --> 1x1 + KVP targeting
  + 1200x300, 980x40, 971x90, 970x415, 970x168, 960x150, 704x300 --> 970x250
  + 150x47 (SP150 div – will only be supported on ATU as LNLogo)
* Sunset Rich Media Units:
  + Sunset SBB (Level 4)
    - Sliding Billboard
    - Pencil
    - Pushdown
  + Sunset Wallpaper (Level 4)
    - Wrap (A728 Block)
    - Wrap
    - Rich Media/Wrap
    - Rich Media | Position: OOP
  + Sunset old Crown products

# What’s staying but changing:

* Change targeting for Billboard (Level 4): 950x30, 971x90, 950x30, 970x250, 970x415, 960x150
  + Change to 970x250
* Rich Media: Hero
  + 950x30 --> 970x250
* “ALL” products need to remove KVP targeting: position = atf, btf, or stf
* M-Dot Removal: Remaining CT Community Sites
  + Changing ad unit targeting from .mobile to .com and adding device targeting
* Geo-Targeting (Limit EEA Going Away)
  + For all products that did not have geo targeting/exclusions or postal code targeting/exclusions, default add geo targeting to Country: US

# What’s new:

* Add supported Rich Media Units to non-Section Front nodes in the media tree; please make sure that “Rich Media” or “RM” is called out as a position level in the media tree and added to the Traffic Name.
  + Supreme (full width): 88x88
  + Superhero (full width): 88x88 OR 950x30 for old homepage/section fronts
  + Hero (fixed size): 970x250 (wider screens) and 300x250 (mobile)
  + **Crown (full width):** Master-Companion 99x99 + 1x1 – we need the Flex1 to return a 1x1 so that we apply CSS to hide the unit
  + **SuperCrown (full width):** Master-Companion 99x99 + 1x1 – we need the Flex1 to return a 1x1 so that we apply CSS to hide the unit
  + Cinema (Widescreen Only): 300x600 ATF
    - Devices: Desktop, Tablet (Optional)
  + Mini Cinema (Cross Platform): 300x250 ATF
  + Flipbook (Widescreen Only): 970x250 ATF
    - Devices: Desktop, Tablet (Optional)
  + Flipbook (Cross Platform): 300x600 and 300x250
  + Countdown Clock: 300x250 ATF
  + Interscroller: 300x250 ATF + page\_type2 = article
    - Devices: Mobile/Feature Phone only (Required)
* Add Listicle nodes (per section + ROS) with the following products
  + Billboard 970x250 ATF or Leaderboard 728x90 ATF
  + Mobile Only: Mobile Banner 320x50/300x250 ATF
  + Half Page 300x600 ATF (Desktop/Tablet Only)
  + Rectangle 300x250 ATF (Mobile Only)
  + All supported Flex1 rich media units
  + page\_type2 = slideshow list view
* Add supported products to Section Front nodes in the media tree

A screenshot of a computer

Description automatically generated

* + Superhero (full width): 88x88 OR 950x30 for old homepage/section fronts
  + Premiere (full width): 728x90 ATF for old homepage/section fronts
  + Supreme (full width): 88x88
  + Superhero (full width): 88x88 OR 950x30 for old homepage/section fronts
  + Hero (fixed size): 970x250 and 300x250
  + Crown: Master-Companion: 99x99 + 1x1 (might change)
  + SuperCrown: Master-Companion: 99x99 + 1x1 (might change)
  + Flipbook (Widescreen Only): 970x250 ATF
  + Flipbook (Cross Platform): 300x600 and 300x250
  + Countdown Clock: 300x250 ATF

# Premium Section Front Notes:

* Flex1 is being added to above the masthead – NOTE: This only has a 320x50 and 300x50 size on mobile
* APflex – FPflex remain on page (dependent on content)
* GPflex is being removed from the page
* MAD unit is being added (320x50) – final details pending
* APflex and BPflex will continue to use position = ATF (this is tied to load logic and can’t be changed) – if you want to truly target ATF you will need to target the DIV\_ID for Flex1, APflex, and BPflex separately
* AP300 will only be available on free site section fronts + TU section fronts

This also means the following campaign types are impacted:

* Sponsorship targeting section fronts – ATF 300x250, will need new creatives for 320x50 size
  + Potentially 2 320x50 sizes on mobile
* Sponsorship section fronts targeting ATF inventory but need to be delivered on Flex1 vs APflex and BPflex
* ROS campaigns targeting impacted inventory – could be direct sold or house campaigns

# Campaigns:

* + Audit sponsorships that need to be migrated
    - Based on changed products, sunset products, and new products that markets need to double book
    - Sunset products - what to retarget to, if needed? (maybe just identify products to sunset and ready the doc for after the market has been moved over to 100%)
  + Audit non sponsorship line items that need to be migrated
  + Project manage local markets with campaign migrations, leveraging FatTail tools where applicable

# Relevant Dates:

* TimesUnion: Migration Completed, FatTail Migration Needed
  + Homepage/Section Front 7/9
* SFGate
  + Article 6/4 – ~~7/2~~ à 100% TBD
  + Homepage/Section Front ~~6/25 – 7/7~~ à 7/9 (100% Section Fronts, HP % Rollout)
* MySA, Chron
  + Article ~~7/14 à 8/11~~ **~~à 8/18~~à 8/25**
  + Homepage/Section Front ~~7/21 à 8/18~~ **~~à 8/25~~à 9/1**
* M-Dot Removal ~~+ Geo Targeting 7/28 à 8/25~~**~~à 9/1~~à TBD**
  + CT Community Sites: Fairfield Citizen, New Milford Spectrum, Westport News
  + M-Dot Removed ~~7/28 à 8/25~~**~~à 9/1~~à TBD**
  + All CT, TX, IL, MI Community Sites gets geo-targeting: **Add to the media tree if missing geo targeting**
* CT Free Sites (6 main sites): CTPost, NH Register, Stamford Advocate, News-Times, Greenwich Time, The Hour
  + Article ~~7/28~~ ~~à 8/25~~ **à 9/1 à TBD**
  + Homepage/Section Fronts ~~8/4 à 9/1~~**~~à 9/8~~à TBD**
* Beaumont, Seattle
  + Article ~~8/11 à 9/8~~ **~~à 9/15~~à TBD**
  + Homepage/Section Front ~~8/18~~ ~~à 9/15~~**~~à 9/22~~à TBD**
* Premium Sites (SFC, HC, SAEN, CT Insiders)
  + Article ~~8/11 à 9/8~~**~~à 9/15~~à TBD**
  + Homepage/Section Front AFTER 9/1 à 7/9 (MOVED UP)
* All Sites
  + Geo Targeting US by Default 8/14 à **Add to the media tree if missing geo targeting**
* All TX, IL, MI Community Sites
  + Article ~~8/25~~ à ~~BROKEN OUT IN PHASES BY MARKET~~**~~à~~ Regrouped and moved to ~~10/6~~à TBD**
  + Homepage/Section Front ~~8/25~~ à ~~BROKEN OUT IN PHASES BY MARKET~~**~~à~~ Regrouped and moved to ~~10/6~~à TBD**
  + Michigan Sites PART 1: ~~9/22~~ **~~à 10/6~~à TBD**
    - Ourmidland.com
    - MichigansThumb.com
    - Recordpatriot.com
  + Michigan Sites PART 2: ~~9/29~~**~~à 10/6~~à TBD**
    - Lakecountystar.com
    - Bigrapidsnews.com
    - Theheraldreview.com
    - Manisteenews.com
  + Illinois Sites: ~~10/6~~**~~à 10/6~~à TBD**
    - TheIntelligencer.com (Edwardsville Intelligencer)
    - Myjournalcourier.com (Jacksonville Journal Courier)
    - Thetelegraph.com (Alton Telegraph)
  + Texas Sites: ~~10/13~~**~~à 10/6~~à TBD**
    - LMTOnline.com
    - MRT.com
    - Myplainview.com
    - Yourconroenews.com
* All CT Community Sites
  + Article ~~9/1~~ à ~~BROKEN OUT IN PHASES BY MARKET~~**~~à~~ Regrouped and moved to ~~10/13~~à TBD**
  + Homepage/Section Front ~~9/1~~ à ~~BROKEN OUT IN PHASES BY MARKET~~**~~à~~ Regrouped and moved to ~~10/13~~à TBD**
  + Connecticut Community Sites PART 1: ~~10/20~~ **~~à 10/13~~à TBD**
    - Registercitizen.com
    - Middletownpress.com
    - Theridgefieldpress.com
    - FairfieldCitizenonline.com
    - Westport-News.com
  + Connecticut Community Sites PART 2: ~~10/27~~**~~à 10/13~~à TBD**
    - NCAdvertiser.com
    - Darientimes.com
    - Wiltonbulletin.com
    - Sheltonherald.com
  + Connecticut Community Sites PART 3: ~~11/3~~**~~à 10/13~~à TBD**
    - Milfordmirror.com
    - Trumbulltimes.com
    - NewMilfordSpectrum.com