

Digital Ad Specs

IMPORTANT
 Deadlines for client-supplied creative: 3 business days before flight
 Deadlines for creative developed by SJM: 10 business days before flight

Standard Media Units

Ad Unit	Site	Dimensions	File Info	File Types	Notes	Demo link
Double Big Box	All	300x600	*	*		
Big Box	All	300x250	150 Kb max (750 Kb if built in HTML5)	* JPG, GIF, PNG, HTML5 * no Flash		
Billboard	All	970x250 or 970x90	*	*		
Leaderboard	All	728x90	*	*		
Pushdown	Most	970x90 > 970x415	*	*		
Pushdown	fashionmagazine.com	970x415 (runs expanded)	*	*		
Sidekick	All	300x250 > 600x250 300x600 > 600x600	*	*		
Mobile Banner	WB/MQ/WH	320 x 50	*	*		
Wallpaper	Most	1600x900	150 Kb max	* JPG, GIF, PNG	* creative must have <20% text * avoid putting logos or calls to action close to the banner edges, due to varied screen sizes * wallpaper panels must be 300x900 each, with white BG in between	
Wallpaper	torontolife.com	2000x900	*	*	* creative must have <20% text * avoid putting logos or calls to action close to the banner edges, due to varied screen sizes * wallpaper panels must be 370x900 each, with white background in between	
Wallpaper	fashionmagazine.com	1600x900	*	*	* creative must have <20% text * avoid putting logos or calls to action close to the banner edges, due to varied screen sizes * wallpaper panels must be 275x800 each, with white BG in between	
Wallpaper	weddingbells.ca	1656x900	*	*	* creative must have <20% text * avoid putting logos or calls to action close to the banner edges, due to varied screen sizes * recommend color-blocking HP wallpapers, because of edge-to-edge slider panels	
Wallpaper	where.ca	1760x900	*	*	* creative must have <20% text * avoid putting logos or calls to action close to the banner edges, due to varied screen sizes	

Email and Social

Eblasts	600 x 650	150 Kb max	* JPG, GIF, PNG	* height can be variable up to a maximum of 1000 px, depending on creative / campaign need * subject line max. 50 characters (incl. spaces) - including the client's name or brand is good practice * 1 URL	demo link
Eblasts (Toronto Life)	1000 x 1000 (max)	150 Kb max	* JPG, GIF, PNG	please see details here	demo link
Social: Facebook	1200 x 628	150 Kb max	* JPG, GIF, PNG	* image must have <15% text * approx 30 words of copy to accompany image * link to Facebook page and 1 URL	demo link
Social: Twitter	1024 x 512	150 Kb max	* JPG, GIF, PNG	* image must have <15% text * approx 140 characters of copy to accompany image * link to Twitter page (Twitter username) and 1 URL	demo link
Social: Instagram	1080 x 1080	no maximum (image), 50MB (video)	* JPG, PNG, MP4, MOV	* no text allowed on image, *4 images max on carousel * copy limit is 300 characters (first 140 characters visible) * authorize @brand as business partner * video (mp4, .mov) 60 sec max	demo link
Email newsletters (Big Box)	300 x 250	40 Kb max	* JPG, GIF, PNG		demo link
Email newsletters (sponsored content block)	564 x 292	100Kb max	* JPG, GIF, PNG	* Toronto Life only * no text allowed on image * text (dek) description up to 25 words * text (dek) description up to 25 words	demo link

Video

Splitbox in-stream (desktop & mobile)	666 x 375 >	400MB (max)	* MP4, MOV	* :15 sec & :30 sec	demo link
Splitbox in-stream Banner (desktop & mobile)	666 x 375 >	400MB (max)	* MP4, MOV, JPG, PNG (desktop banner: 1500x620, mobile banner: 300x250)	* :15 sec & :30 sec	demo link
Splitbox in-stream Shoppable (desktop & mobile)	666 x 375 >	400MB (max)	* MP4, MOV, JPG, PNG (desktop banner: 728x90, mobile banner: 320x50)	* :15 sec & :30 sec	demo link
Splitbox in-stream Square (desktop & mobile)	348 x 348	400MB (max)	* MP4, MOV	* :15 sec & :30 sec	demo link
Splitbox Vertical (mobile)	720 x 1280 (9:16 aspect ratio)	400MB (max)	* MP4, MOV or VAST (xml)	* :15 sec	demo link