

SEATTLETIMES.COM

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CONTACT US

If you have any questions about digital specs, file requirements or need additional information, please give us a call. We're ready to help.

For full digital marketing products and solutions, contact us for a custom proposal.

206.464.2400

DIGITAL AD DEADLINES

Materials for Seattle Times built Digital Creative is 3+ days prior to the start date of the campaign. Advertiser provided static creative is due 1 day before campaign begins and animated ads are due 7 days in advance of campaign start.

- **Email:** 5 business days
- **Branded Content:** 15 business days

SEATTLE TIMES NEWSPAPER DIGITAL ADVERTISING RATES

All rates shown are open rates. Please contact us for more information on how you can save with a dollar volume contract.

DIGITAL DISPLAY ADVERTISING FOR DESKTOP, MOBILE AND TABLET - CPM BUYS

Ads are purchased on a cost per thousand (CPM) impression basis.

SIZES	STANDARD AD UNITS	LARGE AD UNITS
Desktop	300x250 ; 728x90 ; 160x600	300x600 ; 970x250 ; 300x1050
Tablet	300x250 ; 728x90	300x600 ; 970x250
Mobile	320x50 ; 300x250	N/A

	STANDARD ADS CPM	LARGE ADS CPM
Run of Site	\$6.00	\$11.00
GEO - State or DMA	\$8.00	\$13.00
GEO - Custom Zone	\$10.00	\$15.00
Audience Targeting - Seattletimes.com + Network	\$10.00	\$15.00
Audience Targeting - Seattletimes.com only	\$13.00	\$18.00

24-HOUR TAKEOVER - ROADBLOCK

Includes all available impressions in the top three ad positions on the homepage or within any section of SeattleTimes.com for a 24-hour period. Included Positions:

Desktop: Top, Right, 1st Content Well

Tablet: Top, Right, 1st Content Well

Mobile: Top, 1st and 2nd Content Well

Desktop: 970x250, 300x600, 300x250

Tablet: 970x250, 728x90, 300x600, 300x250

Mobile: 300x250, 320x50

*See specs for each ad size listed.

Contact us for premium ad position rates.

BILLBOARD

Offers a large format with user-activated rich media capabilities for high engagement that includes the ability to collapse

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
970x250	HTML5 200k 1MB polite download Static 50k	30 seconds	30 seconds 10MB

NOTES

- Clickable areas in the ad can have a mouse over animation duration no greater than 2 seconds.
- Audio must initiate with user click.
- Video is separate file and should stream.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

HALF PAGE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
300x600	HTML5 200k Static 50k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and should stream.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

LEADERBOARD

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
728x90	HTML5 200k Static 40k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and should stream.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

MEDIUM RECTANGLE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION	VIDEO
300x250	HTML5 200k Static 40k	15 seconds	45 seconds 1.2MB

NOTES AND CONTINGENCIES

- Audio must initiate with user click.
- Video is separate file and should stream.
- Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

WALLPAPER

This ad commands attention by wrapping the page, providing a premium opportunity to capture readers' interest.

SPECS

DIMENSIONS	STATIC FILE SIZE
Two 142x900 files	100k total

NOTES

- The visible area for most user configurations is 142x900 pixels on both sides of the page content.
- Overall size 1304x900.
- In order to display well on screens down to 1280 wide, messaging should be within the inner 122px on each side and not below the 700 pixel mark.
- No tiled background images allowed.
- Must not compete with seattletimes.com logo and header.
- A single background gutter color **must** be used to enhance the message.
- Advertiser must provide hex color code for background color.
- Advertiser must specify which image goes on the left and right.
- All content subject to approval prior to launch.
- Content does not need to be identical on the two submitted 142x900 files, you have the option to split the message up between the two files submitted.

MOBILE

SPECS

DIMENSIONS	FILE SIZE	ANIMATION
320x50	HTML5 50k Static 15k	15 seconds

SECTION SPONSOR

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION
Section Sponsor Bar	970x40	HTML5 100k Static 20k	15 seconds
Section Sponsor Bar Medium	600x40	HTML5 100k Static 20k	15 seconds
Section Sponsor Button 2	120x60	HTML5 50k Static 15k	15 seconds
Mobile Leaderboard	320x50	HTML5 50k Static 15k	15 seconds

NOTES

- The Section Sponsor Button 2 (120x60) button will have a label.

EXTENDED NETWORK

SPECS

DIMENSIONS		
300x250	728x90	300x600
160x600	320x50	

NOTES

- Animated files: 200kb max. per ad, bulk upload in ZIP files up to 10mb.
- Static ad: 40kb max, 15kb for mobile

PRE-ROLL VIDEO

Interact with your audience as they watch videos by placing your video ad immediately before viewer-selected content. This product is available for desktop, tablet (portrait and landscape views) and mobile.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE
Pre-roll Video	400x300	N/A	15 seconds or 30 seconds are supported.	N/A

Expansion, polite download and video are not applicable for this product.

IN-STORY VIDEO

Build on your brand awareness with video spots across SeattleTimes.com and our network partners by placing :15 and :30 videos following the third paragraph of a story, in-stream. This product is available for desktop, tablet (portrait and landscape views) and mobile.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE
In-story Video	up to 1920x1080	N/A	15 seconds or 30 seconds are supported.	N/A

Expansion, polite download and video are not applicable for this product.

NOTES

- A video file is all we need.
- Resolution (in pixels): Max 1920x1080 - Min 640x360.
- Maximum file size: 20 MB.
- Video formats: All video formats including FLV, MP4, MOV, VAST, VPAID*, and YouTube videokey.
- Recommended Length: 30-sec desktop, 15-sec mobile (there is no actual restriction on video length).
- Aspect Ratio: 16:9 (4:3 is not supported).
- Codec: Any video codecs format except ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD and REDCODE.
- Sound Setting: On.

*Due to the large number of 3rd-party video providers, please test VPAID with your Account Manager before the campaign is set to launch - VPAID does not currently work on mobile.

E-NEWSLETTERS

Target your customers with a prominent ad in our e-newsletters, which cover news, sports, food, travel, local deals and more.

E-newsletters offer an exclusive opportunity with only one 300x250 static ad position.

SPECS

AD TYPE	DIMENSIONS	FILE SIZE	ANIMATION	DOWNLOAD TEMPLATE	AD EXAMPLES
E-newsletters (static)	300x250	40k	N/A	N/A	N/A

Expansion, Polite Download and Video are not applicable for this product.