



## DIGITAL ADVERTISING GUIDELINES

Use these guidelines if your art department is supplying flight-ready ads.

AD POSITION	REQUIRED SIZE
Leaderboard ads	728x90 or 970x90
Sidebar Ads	300x250 or 300x100
Background Wrap	1422 x 960 with 1000px blank space in center
Weather Sponsor	100x50 or 320x50
Homepage Video	At least 300px wide. Any modern video format
Streaming Preroll Video	At least 640px wide. Any modern video format
Streaming Leaderboard	728x90
Streaming Cube Ad	300x250
Streaming Mobile Ad	320x50

All non-rich media digital ads must conform to the following

RGB color	72 dpi	.jpg, .gif, .png
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