



Content Services

# **DIGITAL ADVERTISING SPECIFICATIONS**

# Digital advertising specifications

## DISPLAY: Web

### Desktop

970 x 250

970 x 90

728 x 90

300 x 250

300 x 600

160 x 600

Pre-roll video

Custom high impact video

### Mobile

300 x 250

320 x 50

Pre-roll video

### Details

**Maximum file size:** 200 KB for desktop. 50 KB for mobile web.

**File type:** JPEG, GIF, animated GIF or HTML5 at 72 dpi. No Flash files. HTML5 files require backup image (same size with click-through link).

**Tags accepted:** Third-party tags are accepted.

**Animation:** 3 loops max; 15 seconds max for all host-initiated animation.

**Rich media and expandable units:** Please inquire for specific requests.

NOTE: If your ad has a white or gray background, a one-pixel border is required.

## DISPLAY: Mobile app

### Mobile

728 x 90 (tablet leaderboard)

320 x 50 (mobile leaderboard)

300 x 250

320 x 480 (mobile interstitial)

Pre-roll video

### Details

**Maximum file size:** 50 KB.

**File type:** Mobile app ad files must be JPEG or GIF at 72 dpi. No flash files, redirect links or in-banner video.

**Tags accepted:** Third-party tags are accepted (standard, JavaScript and rich media tags).

**Animation:** 3 loops max.; 15 seconds max. for all host-initiated animation.

**Retina sizing:** Retina sizes are preferred to ensure proper display on all devices.

**Rich media and expandable units:** Inquire for specific requests.

# Digital advertising specifications

## VIDEO

### Formats

**Pre-roll/mid-roll:** AP News

**Pre-roll:** AP YouTube channel

**Native video:** AP News, AP native ad network

**Custom video:** Facebook, Instagram, YouTube

### AP News details

**Maximum file size:** 5 MB.

**Ratio:** 16:9.

**File type:** MP4., MOV.

**Duration:** 30 seconds max.,  
skippable after 6 seconds.

**Tags:** VAST 4.0, VAST 3.0, VPAID 2.0.

### Native video details

**Maximum file size:** 2 GB.

**File type:** MP4.

**Tags accepted:** VAST 1.0, 2.0, or 3.0  
with support for VPAID 1.0 or 2.0.

**Duration:** 15-30 seconds  
recommended; 3 minutes max.

**Preview image:** JPEG/PNG/GIF at  
800 x 600 recommended minimum,  
3 MB max. size.

### YouTube details

**Maximum file size:** 512 MB.

**Ratio:** Native aspect ratio w/o  
letterboxing (4:3, 16:9).

**File type:** MP4.

**Duration:** Minimum 12 seconds;  
maximum 6 minutes for skippable.  
15 seconds for non-skippable.

**Tags accepted:** VAST 3.0 only for  
skippable. VAST 2.0 or 3.0 for  
non-skippable.

### YouTube details (continued)

**Preferred video codec:** H.264,  
MPEG-2 or MPEG-4.

**Preferred audio codec:** MP3 or AAC.

**Optional:** 300 x 60 companion  
banner.

### Custom video details

Inquire for custom video promotion  
specifications.

# Digital advertising specifications

## AUDIO

### Formats

**Newscasts:** 30-second post-roll

**Podcasts:** 15-second pre-roll

**Podcasts:** 15-second mid-roll

**Podcasts:** 15-second post-roll

### Newscasts details

**Maximum file size:** 2 MB.

**File type:** MP3s only, normalized to -16 dB.

**Duration:** 30 seconds max., 15 seconds preferred.

**Tags accepted:** Basic 1 x 1 GIF tracking pixels such as DoubleClick.

### Podcasts details

**Maximum file size:** 1 MB.

**File type:** WAV or MP3s only, normalized to -16 dB.

**Duration:** 15-30 seconds preferred.

**Tags accepted:** No tags accepted.

## NEWSLETTER

### Formats

**Required sizes:** 970 x 550, 970 x 250, 300 x 250

**Optional sizes:** 728 x 90, 160 x 600, 300 x 600

### Newsletter details

**Maximum file size:** 250 KB.

**File type:** PNG, JPEG or GIF.

**Tags accepted:** Third-party tags and 1 x 1 tracking tags are accepted.

**Animation:** Three loops maximum, 30 seconds max., 5 frames per second.

NOTE: If your ad has a white or gray background, a one-pixel border is required.

# Digital advertising specifications

## NATIVE ADVERTISING

Native formats for AP News (site and app) and AP Native Ad Network

### Native article details

**Article text:** 5,000 characters max. (letters and spaces). 600-900 words recommended.

**Images/videos for article pages:** PNG/ JPEG images only (8 max.). YouTube/Vimeo embed URLs, MP4, WebM, MOV or Quicktime for video (3 max.).

**Photo gallery (optional):** Slideshow within article. Photos include headline, description, credit and click-through URL.

**Display banners (optional):** Static 728 x 90, 300 x 250, 300 x 600 banners only. JPEG/GIF at 72 dpi. No rich media.

**Facebook/Twitter widget embeds (optional):** Social widgets embedded in right rail of article page. Provide Twitter widget ID and Facebook page links. Widgets will pull in all live posts from your feed.

### Native video details

**Maximum file size:** 2 GB.

**File type:** MP4.

**Tags accepted:** VAST 1.0, 2.0, or 3.0 with support for VPAID 1.0 or 2.0.

**Duration:** 15-30 seconds recommended, 3 minutes max.

**Preview image:** JPEG/PNG/GIF at 800 x 600 recommended minimum, 3 MB max. size.

### Native display details

**Name:** Exact advertiser name.

**Logo:** 150 x 75 transparent logos only, PNG preferred, larger logos will be resized.

**CTA link:** Call-to-action URL to client site.

**Headlines:** Provide 3-5 headline versions for A/B testing. 100 characters max.

**Preview images:** PNG/JPEG (3 MB max. each). Please provide 4-5 images for A/B testing.

**Preview text (optional):** 200 characters max. for desktop, 69 characters max. for mobile.

**Third-party tracking (optional):** Third-party tracking permitted upon request for all native units. All tags are accepted.

# Digital advertising specifications

## SPONSORSHIPS

970 x 250 billboard

970 x 90 super leaderboard

728 x 90 leaderboard

300 x 600 half page

300 x 250 medium rectangle

320 x 50 mobile web banner

150 x 75 “presented by” logo

Other additional items depending on the package

### Sponsorship details

**Display banners:** See details for display banners on page one.

**Logo:** Horizontal transparent logos only (JPEG/PNG). Please also provide white and black backup versions. Please provide a full call-to-action URL for logo click-through. Third-party tracking is available upon request.

**High impact:** Please inquire for specific requests and specifications.

**Social media:** Please inquire for specific requests and specifications.

**Other:** Additional inclusions depend on the sponsorship package.

