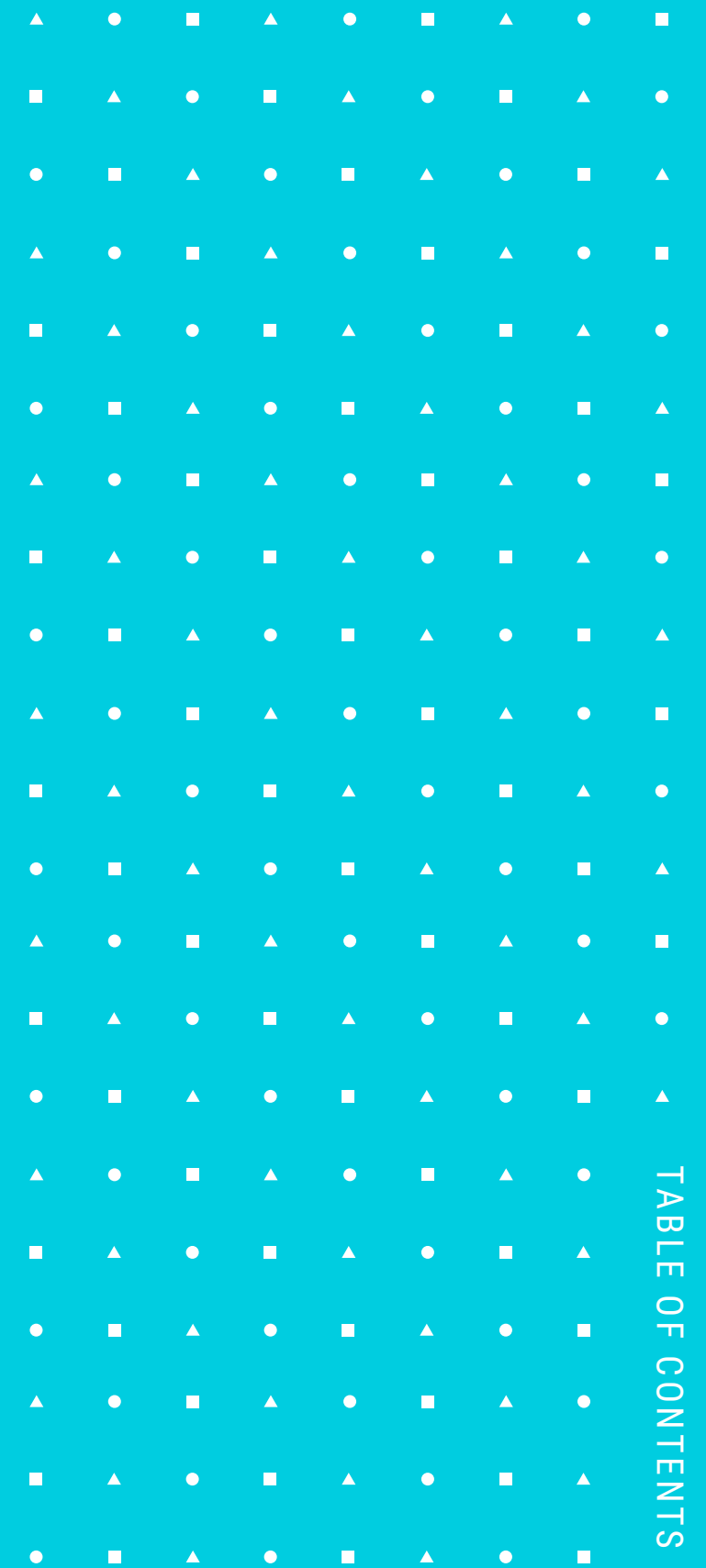


DENVER POST MEDIA **SPECS & GUIDELINES**



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PRINT ADVERTISING SPECS

DEADLINES

ROP ADS IN THE DENVER POST

Space Reservation - 3 days in advance of publication date

Creative - 1 day in advance of publication date*

*Sunday and Monday due Friday prior

YOURHUB

Space Reservation - Thursday, 1 week prior to publication

Creative - Tuesday, noon, 3 days prior to publication

The Denver Post provides a full range of advertising design and ad building services. However, if you choose to build your own advertisement, please follow these general guidelines.

FILE PREPARATION

CAMERA READY FILES

- We accept production-ready PDFx-1a files
- Ads must be built in CMYK
- Resolution of continuous tone photographs need to be set at 170 dots-per-inch (dpi)
- Bitmap graphics or logos need to be set at 600dpi
- Total Area Coverage = 220
- No changes can be made to the PDF file as they are intended to be production-ready - files must be resubmitted if changes need to be made

FILE DELIVERY

Please use our web-proofing software, aePortal, to submit camera-ready art.

<https://denverpostportal.affinitydigital.net/uploads/>

THE DENVER POST BROADSHEET COLUMN WIDTHS

Full Page: 9.888" x 19.75" (all ads over 17.75" will be billed at 20")	INCHES
1 Column	1.556"
2 Columns	3.222"
3 Columns	4.889"
4 Columns	6.556"
5 Columns	8.222"
6 Columns	9.888"
13 Columns (double truck)	20.888"

THE DENVER POST CLASSIFIED BROADSHEET COLUMN WIDTHS

Full Page: 9.888" x 19.75" (all ads over 17.75" will be billed at 20")	INCHES
1 Column	0.889"
2 Columns	1.889"
3 Columns	2.889"
4 Columns	3.889"
5 Columns	4.889"
6 Columns	5.889"
7 Columns	6.889"
8 Columns	7.889"
9 Columns	8.889"
10 Columns	9.888"

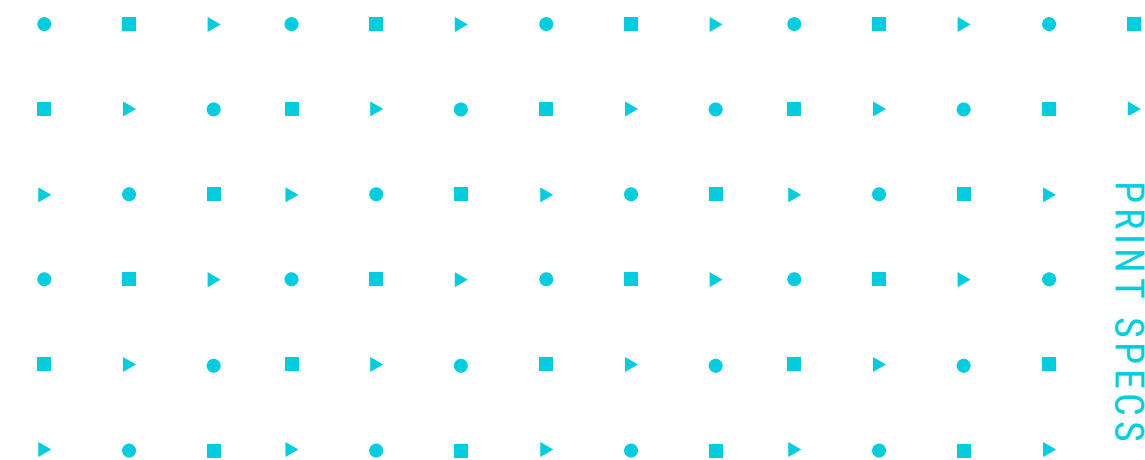
YOURHUB & TABLOID SIZES

	INCHES
1/4 Square	4.056" x 4.750"
1/4 Horizontal	8.222" x 2.350"
1/4 Vertical	1.972" x 9.610"
1/2 Horizontal	4.056" x 9.610"
1/2 Vertical	8.222" x 4.750"
Full Page	8.222" x 9.610"
Front Cover Billboard	8.222" x 2.0"
Doubletruck	17.50" x 9.610"

DENVER POST SPADEA

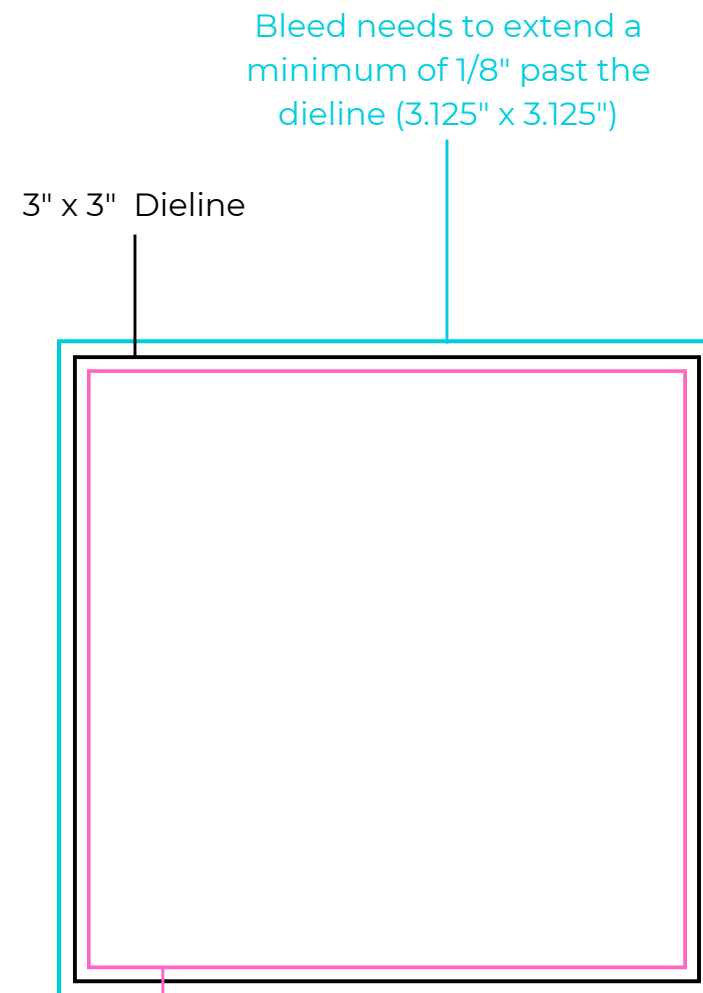
	INCHES
Page 1 & 2 (flap)	4.889" x 19.75"
Page 3 & 4 (full)	9.888" x 19.75"
Double Truck	15.888" x 19.75"

**Pages 2 & 3 print in black and white



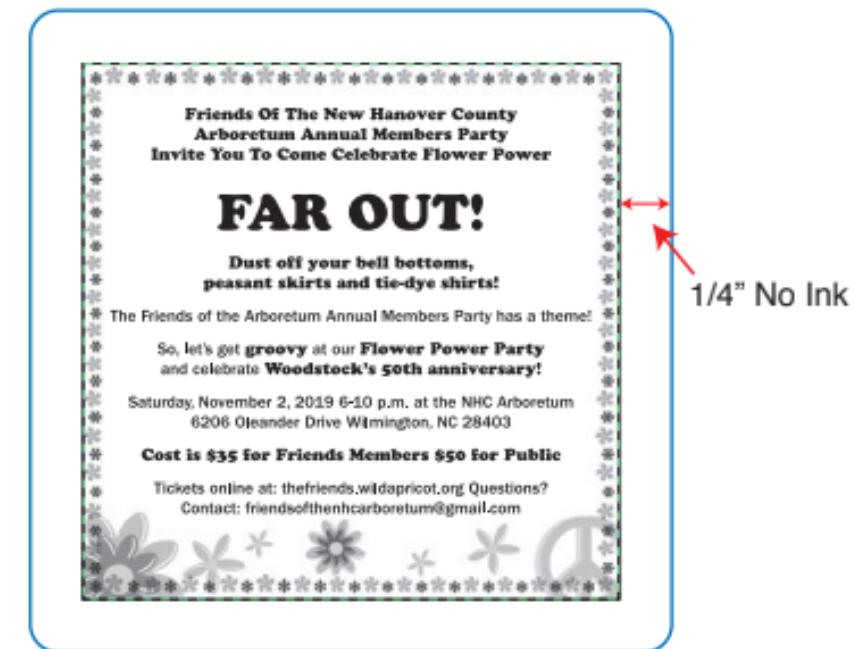
IMPACT NOTE SPECS

SINGLE IMPACT NOTE



All text & art that does not bleed, needs to be 1/8" inside the dieline (2.875" x 2.875")

BACKSIDE PRINTING



HOMEPAGE & SECTION FRONT AD MAPS

DESKTOP

SPONSORSHIP 1
300x50

TOP LEADERBOARD
728X90
970X90
970X250

CUBE 1
160x600
300x250
300x600
300x1050

SPONSORSHIPS 2&3
728x90 970x90
970x250

CUBE 2
300x250 Cube

CUBE 3
300x250 Cube

BOTTOM LEADERBOARD
728X90
970X90
970X250

SPONSORSHIP 1
300x50

ABOVE THE FOLD

BELOW THE FOLD

ABOVE THE FOLD

BELOW THE FOLD

MOBILE

TOP LEADERBOARD
320X50, 300X50, 320X100

CUBES 1-3
300x250

SPONSORSHIPS 2 & 3
320X50
300X50

BOTTOM LEADERBOARD
320X50, 300X50
320X100

MOBILE ADHESION
320x50
320x100

TOP LEADERBOARD
300x50

BOTTOM LEADERBOARD
300x50

TABLET

SPONSORSHIP 1
300x50

TOP LEADERBOARD
728x90

CUBES 1-3
300x250

SPONSORSHIP 2 & 3
728X90

BOTTOM LEADERBOARD
728x90

ADHESION
728x90

SPONSORSHIP 1
300x50

ABOVE THE FOLD

BELOW THE FOLD

+

ARTICLE PAGE AD MAPS

DESKTOP

SPONSORSHIP 1 300x50

TOP LEADERBOARD 728x90, 970x90, 970x250

CUBE 1 160x600, 300x250, 300x600, 300x1050

CUBE 2 300x250 Cube

CUBE 3 300x250 Cube

ARTICLE CUBE 300x250 Cube

SPONSORSHIPS 2 & 3 728x90, 970x90, 970x250

BOTTOM LEADERBOARD 728x90, 970x90, 970x250

SPONSORSHIP 1

ABOVE THE FOLD

BELOW THE FOLD

MOBILE

DP

TOP LEADERBOARD 320x50, 300x50, 320x100

NEWS > HEALTH • News

COVID-19 exposure notification app delayed in Colorado while state works with Google, Apple

App anonymously notifies people who were in close proximity to an infected

15

An app to notify Colorado residents if they got close to a person who later tested positive for COVID-19 is delayed, while state officials work with Google and Apple to align it with the state's guidelines.

ARTICLE CUBE 300x250 Cube

CUBE 1, 2, & 3 300x250 Cube

BOTTOM LEADERBOARD 320x50, 300x50, 320x100

MOBILE ADHESION 320x50, 320x100

SLIDESHOW 1
300x251

ABOVE THE FOLD

BELOW THE FOLD

TABLET

THE DENVER POST 300x50

TOP LEADERBOARD 728x90

BUSINESS • News

Long-term jobless caught in a squeeze that imperils recovery

ARTICLE CUBE 300x250

CUBE 1, 2, & 3 300x250

BOTTOM LEADERBOARD 728x90

ADHESION 728x90

SPONSORSHIP 1

ABOVE THE FOLD

BELOW THE FOLD

BANNER SPECS & GUIDELINES

AVAILABLE AD SIZES BY DEVICE

DESKTOP

- 300x250
- 300x600
- 300x1050
- 728x90
- 970x90
- 970x250
- 160x600
- 1280x250

MOBILE

- 300x250
- 300x50
- 320x50
- 320x100
- 1280x250

TABLET

- 300x250
- 728x90
- 1280x250
- 300x50

FILE SPECIFICATIONS:

FILE FORMATS

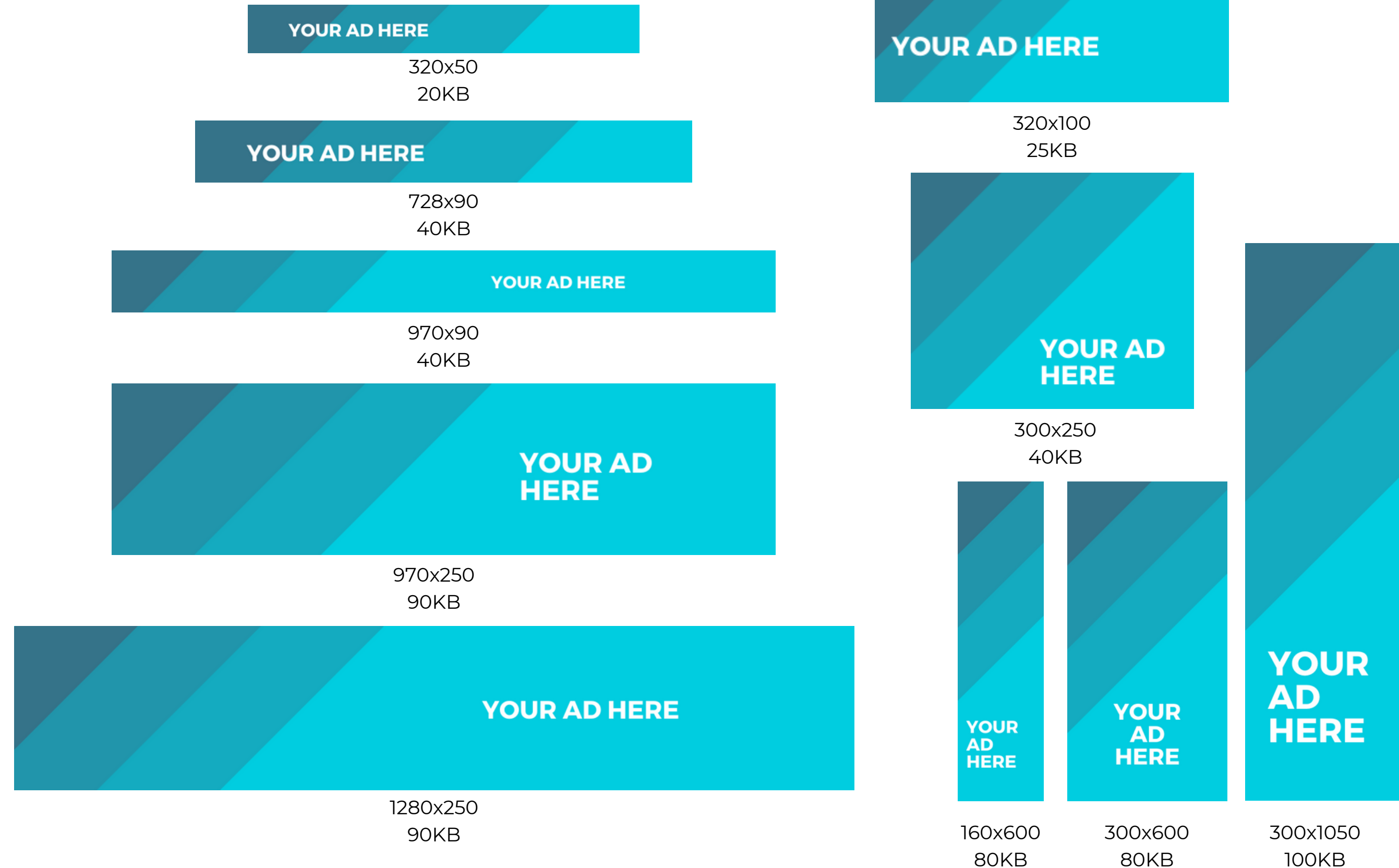
- GIF
- JPG
- PNG
- HTML5

COLOR FORMAT

- RGB

FILE WEIGHT

- varies by ad size



FACEBOOK & INSTAGRAM SPECS

ASSETS

GUIDELINES

DP BOOSTED

1. Image or Video asset
2. Body Text: 180 characters
3. Headline: 25 characters
4. Link Description: 30 characters
5. Click through link

- File Type: jpg or png
- Image Ratio: 1.91:1 to 4:5
- Recommended Resolution: Upload the highest resolution image available.

SINGLE IMAGE

1. Images
2. Body Text: 125 characters
3. Headline: 25 characters
4. Link Description: 30 characters
5. Click through link

- File Type: jpg or png
- Image Ratio: 1.91:1 to 4:5
- Recommended Resolution: Upload the highest resolution image available.

SINGLE VIDEO

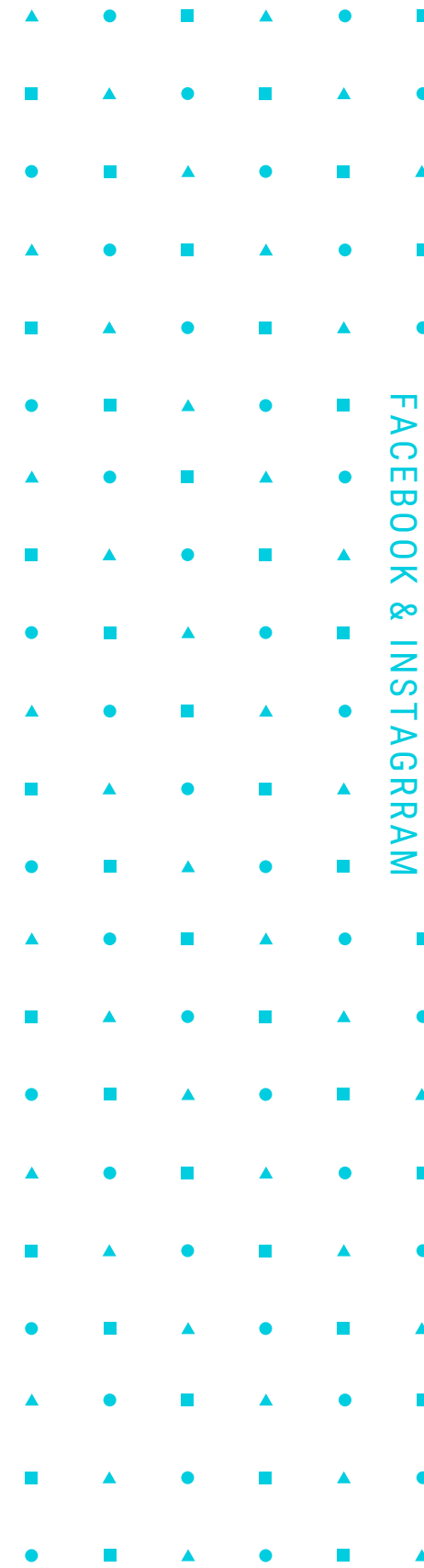
1. Video (we can make short videos with photo assets through Facebook Creative Hub)
2. Body Text: 125 characters
3. Headline: 25 characters
4. Link Description: 30 characters
5. Click through link

- Video Ratio: 9:16 to 16:9
- Max File Size: 4GB
- Recommended Resolution: Upload the highest resolution video available that meets the file size and ratio limits.
- Video Captions: Optional but recommended
- Video Sound: Option but recommended

CAROUSEL

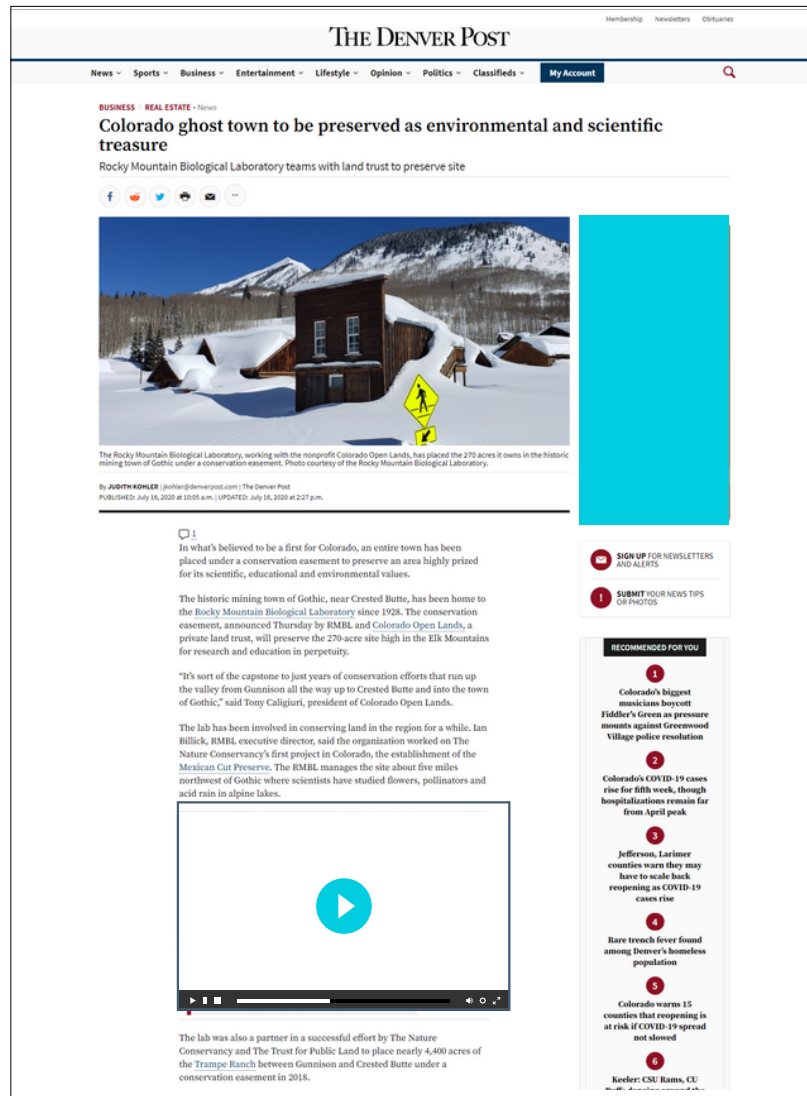
1. 2-10 images, videos, or both
2. Body Text: 125 characters
3. Headline: 25 characters per card
4. Link Description: 20 characters
5. Click through link

- Image file types: jpg or png
- Minimum number of cards: 2
- Maximum number of cards: 10
- Video maximum file size: 4GB
- Video Length: up to 240 minutes
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080px
- Recommended Ratio: 1:1



VIDEO ADVERTISING

OUTSTREAM VIDEO



FILE FORMAT

- MP4
- <4MB

LENGTH

- 30 seconds or less

VIDEO DIMENSIONS

- 300x250

PROGRAMMATIC VIDEO



VIDEO DIMENSIONS

- 1920 X 1200 PX
- 1920 X 1080 PX

FILE FORMAT

- MP4 (h.264)

AUDIO BITRATE

- 160 kbps or higher

VIDEO BITRATE

- 5.4 mbps or higher

MAX FILE SIZE

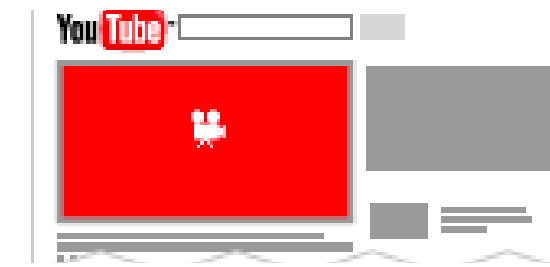
- 200MB Limit

YOUTUBE



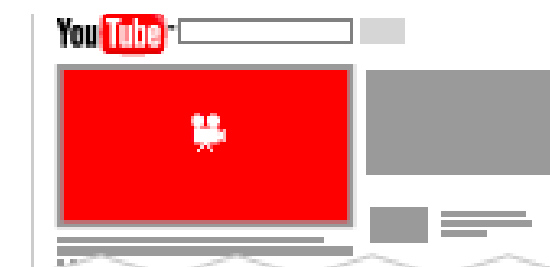
SKIPPABLE VIDEO ADS

Desktop, Mobile devices, TV & game consoles
6-20 seconds long



NON-SKIPPABLE VIDEO ADS

Desktop & Mobile Devices
15 or 20 seconds in length



BUMPER ADS

Desktop & Mobile Devices
Up to 6 seconds long

EMAIL ADVERTISING



TARGETED EMAIL BLASTS

EMAIL BLAST ASSETS

1. Subject Line - 30 character max
2. From Line
3. Drop Time & Time Zone
4. Email Quantity
5. HTML Creative

FILE SPECIFICATIONS:

FILE FORMAT

- HTML5

DIMENSIONS

- 700px x unlimited

COLOR FORMAT

- RGB

FILE WEIGHT

- 1MB

DENVER POST NEWSLETTERS

NEWSLETTER SPECS*

1. 300x250
2. 728x90
3. 970x250
4. 320x50
5. 970x550
6. Click through URL

NEWSLETTER SPONSORSHIP

1. 320x50 Logo
2. 300x250 cube
3. 1-2 sentences of sponsored content
4. Click through URL

FILE FORMAT

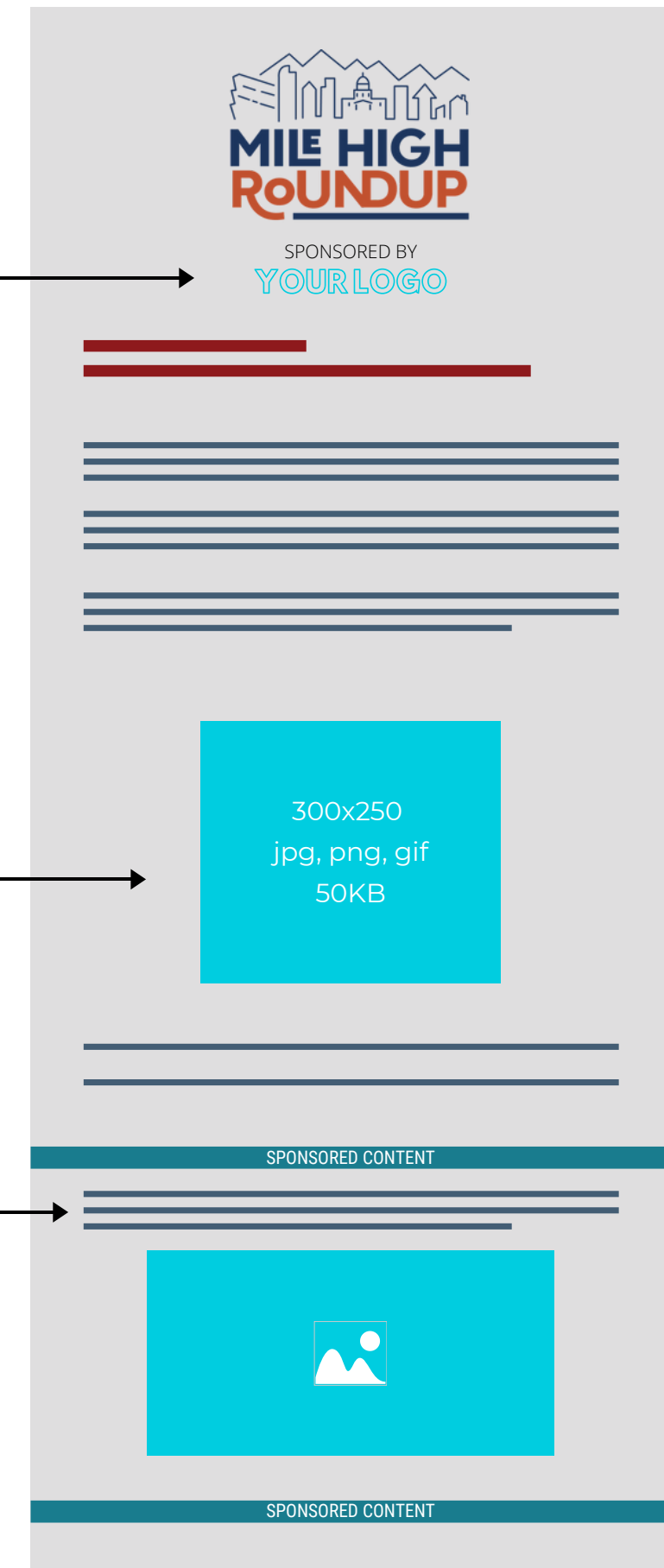
- PNG, JPG, GIF

*Note: To have 100% share of voice, please include all ad sizes

320x50 Sponsorship Logo

300x250 Cube

1-2 Sentences
Sponsored Content



NATIVE CONTENT

REQUIRED ASSETS

1. NATIVE AD UNIT

- Headline: 80 characters max
- Preview Image
 - Accepted File Sizes: png, jpg, jpeg, gif
 - Recommended width: 800 px
 - Max File Size: 3MB/3,072K max

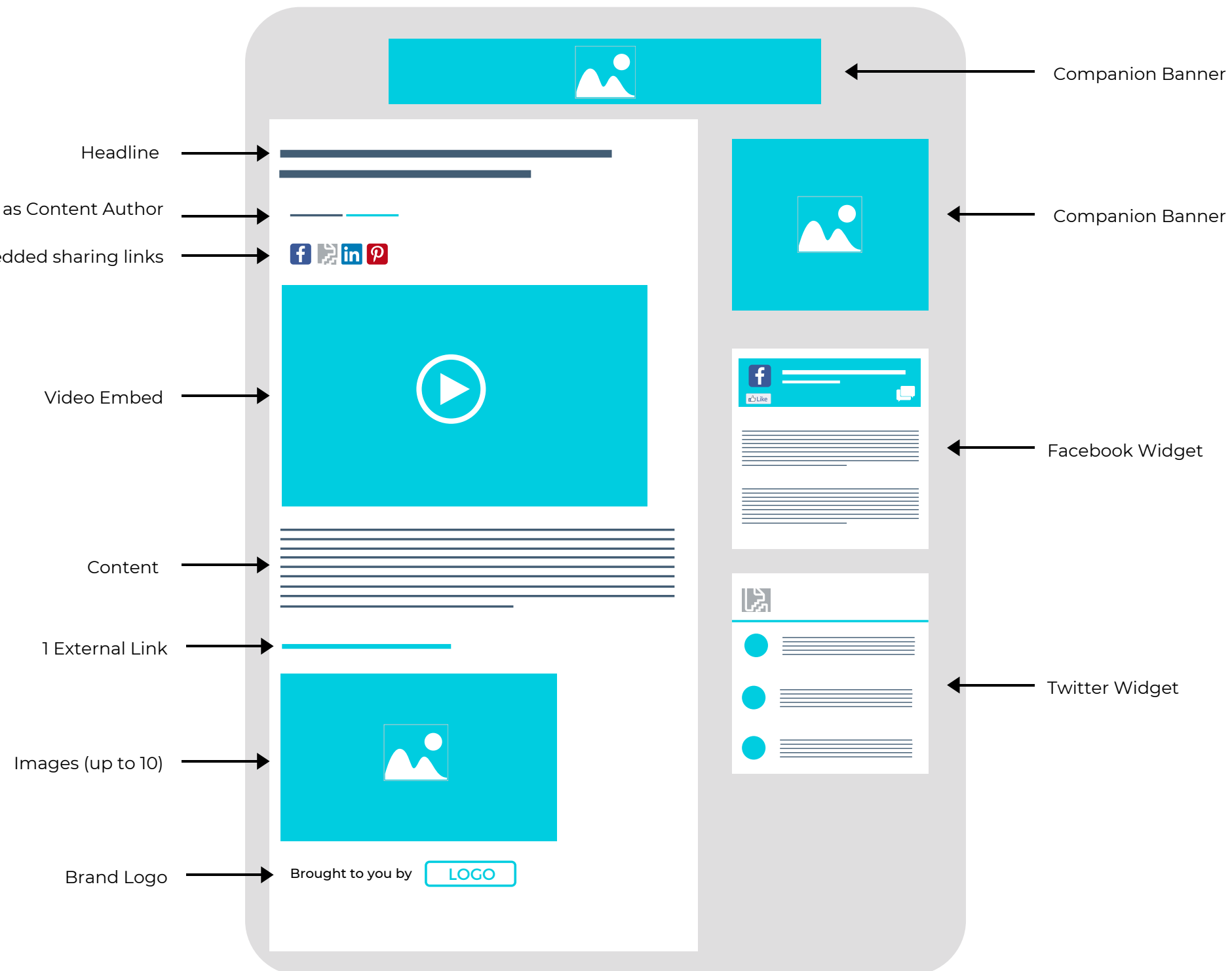
2. NATIVE CONTENT LANDING PAGE

- Article Page
- Page Dimensions: 800 x 1500
- Article Character Count: 250 - 5,000 max
- Brand Logo
- File Format: Transparent PNG
- Size: 150px x 75px
- Click through URL

3. TRACKING REQUIREMENTS

- Click Tracker
- 1x1 Impression Tracker

CONTENT LANDING PAGE



OPTIONAL ASSETS

1. COMPANION BANNERS (STATIC)

- Sizes Needed: 300x250, 300x600, 728x90, 320x50
- Max File Size: 3MB / 3,072K max

2. IMAGES

- Number of Images: 10 max
- File Format: jpg, png
- Recommended Width: 800px

3. SOCIAL WIDGETS

- Facebook
 - Official brand Facebook URL needed
- Twitter
 - Official brand Twitter handle needed

4. VIDEO EMBED

- URL Link to video on Vimeo/YouTube
- Play Options:
 - Auto Play - Desktop Only
 - Click-to-play - Desktop/Mobile

CONTENT GUIDELINES

RESTRICTED CONTENT

Restricted content must be pre-approved by The Denver Post leadership team and by product.

- Cannabis
- Gambling & Gaming
- Political & Advocacy
- Alcohol
- Healthcare & Medicines
- Financial Services
- Tobacco and Accessories
- Firearms & Accessories

PROHIBITED CONTENT

- Sexual products or services
- Adult Content
- Violence or Graphic Content
- Hate Speech
- Explicit Language
- Illegal Products or Services
- Counterfeit Goods
- Adult Content