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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

Please use our web-proofing software, aePortal, to submit camera-ready art.
https://denverpostportal.affinitydigital.net/uploads/
**IMPACT NOTE SPECS**

**SINGLE IMPACT NOTE**

Bleed needs to extend a minimum of 1/8" past the dieline (3.125" x 3.125")

3" x 3" Dieline

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

**BACKSIDE PRINTING**

1/4" No link
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

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.
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
<table>
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| 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 |
| SINGLE IMAGE | 1. Images  
2. Body Text: 125 characters  
3. Headline: 25 characters  
4. Link Description: 30 characters  
5. Click through link |
| 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 |
| 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 |

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

- 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

- 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
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. 1.300x250
2. 2.728x90
3. 3.970x250
4. 4.320x50
5. 5.970x550
6. Click through URL

NEWSLETTER SPONSORSHIP
1. 1.320x50 Logo
2. 2.300x250 cube
3. 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
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

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