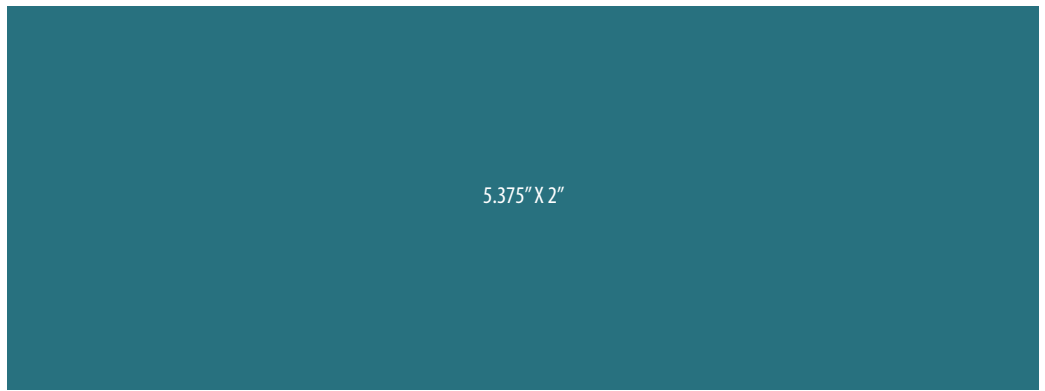


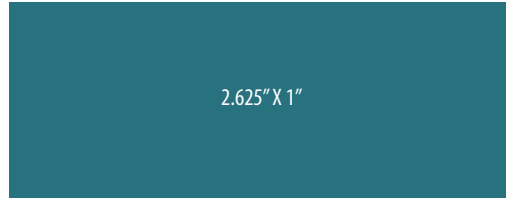


**Web Locator, Site
Seeker, Marketplace**
Ad Sizes for **Linn's Stamp News**



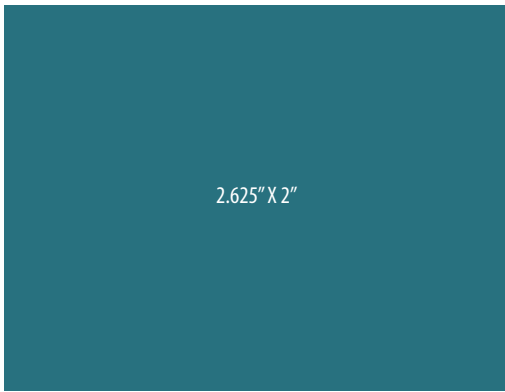
5.375" X 2"

4X2



2.625" X 1"

2X1



2.625" X 2"

2X2



1.25" X 2"

1X2



2.625" X 4"

2X4



1.25" X 4"

1X4



1.25" X 6"

1X6



1.25" X 8"

1X8

Website Specifications

Expandable / Retractable	Pop Ups	eSticker	Floating	Between-the-Page (Interstitial)	Page Peel	In-Banner Video (file-loaded)	In-Banner Video (streaming)	Weekly Flyer Image	Pushdown	Video Pre-roll
300x250	300x250	250x250	Variable	Variable	Separate Creatives: One for Page Peel, One for Overlay	300x250	300x250	150x45 (CW)	970x90	Video Codec: h.264 Aspect Ratio: 16:9 Size resolution: 800x450 Files Size: compressed down to 10mb
300x600	Lg. Pop Up:	300x250				300x600	300x600	150x28 (LSN)	Just need logo & pdf	
728x90										
180x150										
	550x480									
.jpg, .png, .html, 3rd party, .gif	.jpg, .png, .html, 3rd party, .gif	.jpg			html					.mp4
72dpi	72dpi	72dpi	72dpi	72dpi	72dpi	72dpi	72dpi	72dpi	72dpi	72dpi
728x90 to 728x315	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	970x90 to 970x415	????
300x250 to 600x250										
300x600 to 600x600										
180x150 to 600x150										
40 KB	40 KB	40 KB	80 KB	80 KB	80 KB	40 KB	40 KB	40 KB	60 KB	60 KB
5 KB	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB
100 KB	100 KB	100 KB	160 KB	160 KB	160 KB	100 KB	100 KB	100 KB	110 KB	110 KB
2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for video file load	- N/A -	Unlimited for Streaming Video	2.2 MB for creative files	2.2 MB for creative files
- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	Unlimited for Streaming Video	- N/A -	Unlimited for Streaming	Unlimited for Streaming Video
24 fps	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps
				10-sec (ad displays for only 10 sec and disappears if no interaction)		10-sec	15-sec			
15-sec	15-sec	15-sec	15-sec	- N/A -	- N/A -	- N/A -	15-sec	15-sec	15-sec	15-sec
- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	30-sec	- N/A -	- N/A -	- N/A -

eNewsletter Specifications

Creative Unit Name:	Standard Image Banner	Content ad Horizontal	Content ad Vertical	Dedicated Blast	Topic Blast	Shopping List
	(file-loaded)	Image & text	Image & text	Image or html	Image or html	Image & text
Initial Dimensions (WxH in pixels):	300x250	Image: 160x100 Text up to 300 characters roughly 50 words	Image: 160x100 Text up to 300 characters roughly 50 words	640 x ? Length can vary	300x750 Plus article or link to article	120x138 image Text up to 300 characters roughly 50 words
File Type	.jpg	.jpg & text	.jpg & text	.jpg, .html, .psd, 3rd party	.jpg, 3rd party	.jpg, 3rd party
Add'l data needed	URL	URL	URL	Subject Line & URL	Subject Line & URL	URL
Maximum Expanded Dimensions (WxH in pixels):	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit	Expansion not allowed for this unit
Max Initial File Load Size:	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
Max Additional Initial File Load Size for OBA Self-Reg Compliance: ¹	5 KB	5 KB	5 KB	5 KB	5 KB	5 KB
Subsequent Max Polite File Load Size:	100 KB	100 KB	100 KB	100 KB	100 KB	100 KB
Subsequent Max User Initiated File Load Size:	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files	2.2 MB for creative files
Subsequent Max User Initiated Additional Streaming File Size:	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -
Max Video & Animation Frame Rate:	24 fps	24 fps	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length: (i.e. Flash™)	15-sec	15-sec	15-sec	15-sec	15-sec	15-sec
Max Video Length:	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -	- N/A -

Formatting

Format: Macintosh or PC
 Software: InDesign, QuarkXpress, Illustrator, Photoshop, Acrobat
 Element Formats: PDF (X1A compliant) — No printer's marks (crop, registration, etc.) Embed fonts

The total of dot percentages in any spot in the four-color file should not be more than 300% to minimize ink drying problems.
 For small, non-critical image areas that carry no detail, TAC may exceed 300%. TAC in these small image areas must be less than 325%.

Preferred format: PDF - no printer's marks (crop, registration, etc.) & embed fonts. If sending native files, please package and .zip before sending.

Production Specifications
 Electronic files are requested.
 Printing Method: Web Offset
 Dot Gain: SWOP Standards
 Highlight Dot Size: SWOP Standards
 Shadow Dot Size: SWOP Standards

Scanning Specifications: 300 dpi, CMYK SWOP Standards

TAC (Total Area Coverage)
 UCR (Under Cover Removal)
 GCR (Gray Component Replacement)