

DIGITAL BANNER SIZES

THE CHRONICLE of the HORSE

1 LEADERBOARD

SPECS: **728 X 90**

ROS except homepage, all devices

2 ROS-1

SPECS: **300 X 250**

ROS, all devices

3 ROS-2

SPECS: **300 X 250**

ROS, all devices

4 SKYSCRAPER

SPECS: **300 X 600**

ROS, all devices

5 CONTENTBOARD

SPECS: **600 X 90**

Bottom of article pages, all devices

6 7 ROS-3 & ROS-4

SPECS: **300 X 250**

ROS, all devices

8 3:1 RECTANGLE

SPECS: **300 X 100**

ROS, all devices

★ ROS-ALL

Select multiple sizes and ads will rotate through all available positions.
SPECS: **300 X 250, 300 x 600, 300 x 100, 728 x 90, 600 x 90**

All devices



Facebook Static Photo:

1200 x 627

Facebook Photo Link:

630 x 630

Facebook Video:

504 x 283

FACEBOOK: Advertiser provides all copy, one photo or video and a click through URL. The Chronicle will provide a standard post to one social media platform. Posts can be promoted or "boosted" on Facebook at the advertiser's expense. Content must be submitted at least one week prior to publish date. Send files via Dropbox or WeTransfer to advertise@coth.com.



Twitter Post:

440 x 220 pixels. Limited to 280 characters including link. Image may effect character count.



Instagram Post:

1080 x 1080 pixels



Email Newsletter Ad:

600 x 90 pixels

Dedicated Email Blast:

550 pixels wide,
no height limit

ONLINE ADVERTISING SPECIFICATIONS

JPEG, GIF AND PNG FILES: File size max 500K. Border 1 px.

THIRD PARTY CREATIVE: Must be served with https secure protocol

Advertiser provides digital JPEG or PNG file and URL for click through link. Chronicle design services are available for a rate of \$60/hour. One hour minimum. Each additional 15 minutes billed at \$15. **Files must be submitted one week prior to start date.**

Notes: ROS = your ad will run across the site in the same location on each page and rotate evenly. Ads will rotate through the placement purchased with other advertisers for the minimum impressions guaranteed above.

CALL FOR INTEGRATED DIGITAL AND PRINT PACKAGE RATES.