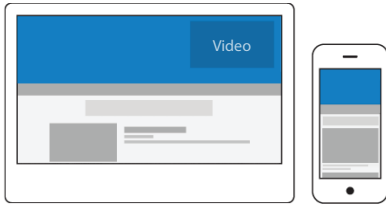


JOURNALSTAR.COM AD CREATIVE SPEC SHEET



REVEAL

1920x600 pixel Full Size

1000x400 pixel Video-Shared Size

- Static or animated (video optional)
- Available 3-rotation Full Size slides
- File format: jpg, png, gif, mp4
- Max file size: 150 kilobytes (72ppi)
- Video length: 10-30 seconds

800x250 pixel

- Static
- File format: jpg, png
- Max file size: 80 kilobytes (72ppi)

*Ticketing Slot-Size: 2x1

*Single Click-Through



PENCIL

1170x50 pixel Collapsed Strip

- Static or animated
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)
- 100 pixel gap on right-side/end

480x50 pixel Collapsed Strip

- Static
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)
- 50px gap on right for expand/close button

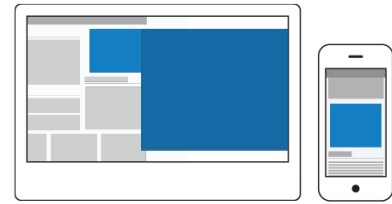
*Ticketing Slot-Size: 2x1

1170x300 pixel Expansion Area

- Static or animated
- File format: jpg, png, gif
- Max file size: 100 kilobytes (72ppi)

480x250 pixel Expansion Area

- Static
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)



SIDEKICK

300x250 or **300x600** pixel

- Animated or static
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)

Kick Extension

*Ticketing Sizes: 300x250 or 300x600

850x700 pixel Expansion

- Animated or static
- File format: jpg, png, gif
- Max file size: 150 kilobytes (72ppi)



BILLBOARD

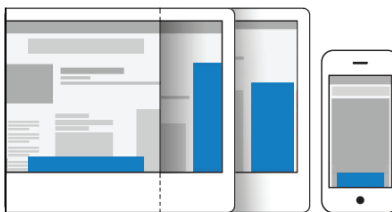
970x250 pixel

- Static or animated
- File format: jpg, png, gif, html
- Max file size: 100 kilobytes (72ppi)

320x50 pixel

- Animated or Static
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)

*Ticketing Sizes: 970x250 + 320x50



MULTI-SCREEN ADHESION

300x600 pixel

- Static or animated (floating)
- File format: jpg, png, gif
- Max file size: 100 kilobytes (72ppi)
- Ad display congruent to window size

160x600 pixel

- Static or animated (floating)
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)

*Ticketing Slot-Size: 1x1
[default frequency cap 3 per]

728x90 pixel

- Static or animated (floating)
- File format: gif, jpg, png
- Max file size: 40 kilobytes (72ppi)

320x100 pixel

- Static (floating)
- File format: jpg, png, gif
- Max file size: 40 kilobytes (72ppi)



FLOATING BAR

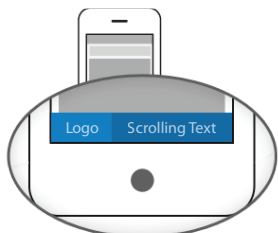
1170x70 pixel

- Static or animated
- File format: gif, jpg, png
- Max file size: 100 kilobytes (72ppi)

480x50 pixel

- Static
- File format: gif, jpg, png
- Max file size: 60 kilobytes (72ppi)

*Ticketing Slot-Size: 1x1
[default frequency cap 3 per]



AD MESSENGER

Mobile Only

*Ticketing Size: 320x50

320x50 pixel

- Static logo format: jpg, png (transparency suggested)
- Animated scroll-left message (160 character limit)



RUN OF SITE IMPRESSIONS

Medium Rectangle 300x250 pixel

- Static or animated
- File format: jpg, png, gif, html
- Max file size: 60 kilobytes (72ppi)

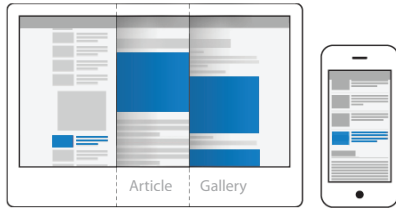
Half Page 300x600

- Shares delivery space with the Medium Rectangle

Leaderboard 728x90, 320x50

- Shares delivery space with the Billboard

*Ticketing: 300x250, 300x600, 728x90, 320x50
Web-Animated Gif length set 10 seconds



NATIVE AD UNIT

800x450 pixel (Featured Thumbnail)

- Static, max 60 character headline
- File format: jpg, png
- Max file size 140 kilobytes (72ppi)

Native Content (Article/Gallery)

*Ticketing Slot-Size: 3x1

- Customizable HTML Landing Page Layout
- Article or Vertical Gallery (15 image max)
- Youtube Video implementation



In-VIEW VIDEO

640x480 pixel HD

- Video File Format: mov, mp4
- 30 second limit

*Ticketing Sizes: 640x480 or 400x300
Media Type - Video Standard

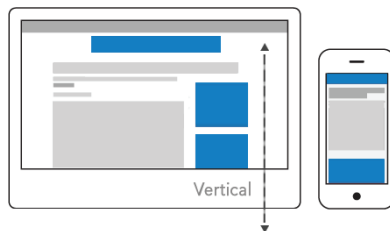


VIDEO

300x250 or 300x600 pixel frame

- Video with static header/footer space
- Cannot exceed 30 seconds
- File format: mov, mp4

*Ticketing Sizes: 300x250 or 300x600
Media Type - Video Standard



GALLERY SPONSOR

300x250, 728x90, 320x50 pixel

- Published news article gallery - vertical infinite scroll
- Animated or static
- File format: jpg, png, gif
- Max file size 50 kilobytes (72ppi)

*Ticketing Sizes: 300x250 + 728x90
300x250 + 320x50



ADMAIL

600x2600 pixel max height

- Local subscribers
- Static, unrestricted amount of click-through links
- File format: jpg, png, gif, html
- Max file size: 300 kilobytes (72ppi)

*Ticketing Size: 300x250
[Today's Mail Promotional]
Admail Sent Via Whatcounts (Third Party Program)

*The Lincoln digital team requires a 4-day turnaround for new creatives and a 2 day turnaround for customer supplied creatives

Bundle any digital ad with your print ad and receive 20% off
Geotargeting available for an additional \$2 CPM

DIGITAL RATES:
Static (New Build & Pickup w/Change) \$25
Conversion \$10

*Average CTR's are based upon data compiled across all device types, fiscal year 2018. Results may vary and are not guaranteed.