

STANDARD AD SIZES

LEADERBOARD = 2 pieces of art

Art sizes needed:

- 728x90 pixels, 40Kmax
- 320x50 pixels, 20Kmax

Mobile

Desktop

BIG AD = 1 piece

Art size needed:

- 300x250 pixels, 40Kmax

Desktop and
Mobile same

These ad sizes will be run of site

Desktop

HALF PAGE AD = 2 Pieces of art

Art sizes needed:

- 300x600 pixels, 60Kmax
- 300x250 pixels, 40Kmax

Mobile

RISING STAR BILLBOARD = 2 pieces of art

Art sizes needed:

- 970x250(60K)
- 320x50(20K)

Desktop 970x250(60K)

Mobile 320x50(20K)

REVEAL

REVEAL = 2 pieces of art

Art sizes needed:

- 1920x600 (200k)
- 800x250 (80k)

Desktop Open 1920x600 (200k)

This position will show above the site. As the reader scrolls the site will move up.

Responsive open

- 800x250 (80k)

This ad unit will run on index pages
All Images are static images



ST. LOUIS POST-DISPATCH

YOUR MEDIA SOLUTIONS COMPANY

MOBILE APP INTERSTITIAL

MOBILE APP INTERSTITIAL = 4 pieces of art
768x1024, 1024x768 (80k),
320x480, 480x320 (60k)

Tablet 1024x768 (80k)

Cell Phone
480x320 (60k)

Cell Phone
320x480 (60k)

Tablet 768x1024 (80k)



ST. LOUIS POST-DISPATCH

YOUR MEDIA SOLUTIONS COMPANY

EXIT INTERSTITIAL

Desktop

EXIT INTERSTITIAL
• 800x600 (100k)

ADHESION BAR

ADHESION = 4 pieces of art

- 160x600 (30k)
- 300x600 (60k)
- 728x90 (40k)
- 320x100 (20k)

This ad size will run on story pages
All Images are static images

Mobile
320x100 (20k max)

728x90 (40k)

160x600
(30k)

300x600 (60k)



ST. LOUIS POST-DISPATCH

YOUR MEDIA SOLUTIONS COMPANY