



THE BLADE
WALLPAPER ADS
SPECS + GUIDELINES

Q1-January-2020

WALLPAPER AD UNITS

- Wallpapers are the ads that make a STATEMENT. Your brand will be loud and clear on [toledoBlade.com](https://www.toledoblade.com) for consumers to soak up while directing them to your website.



Package Includes:

Visibility on desktop and some tablets, Homepage and Article Pages

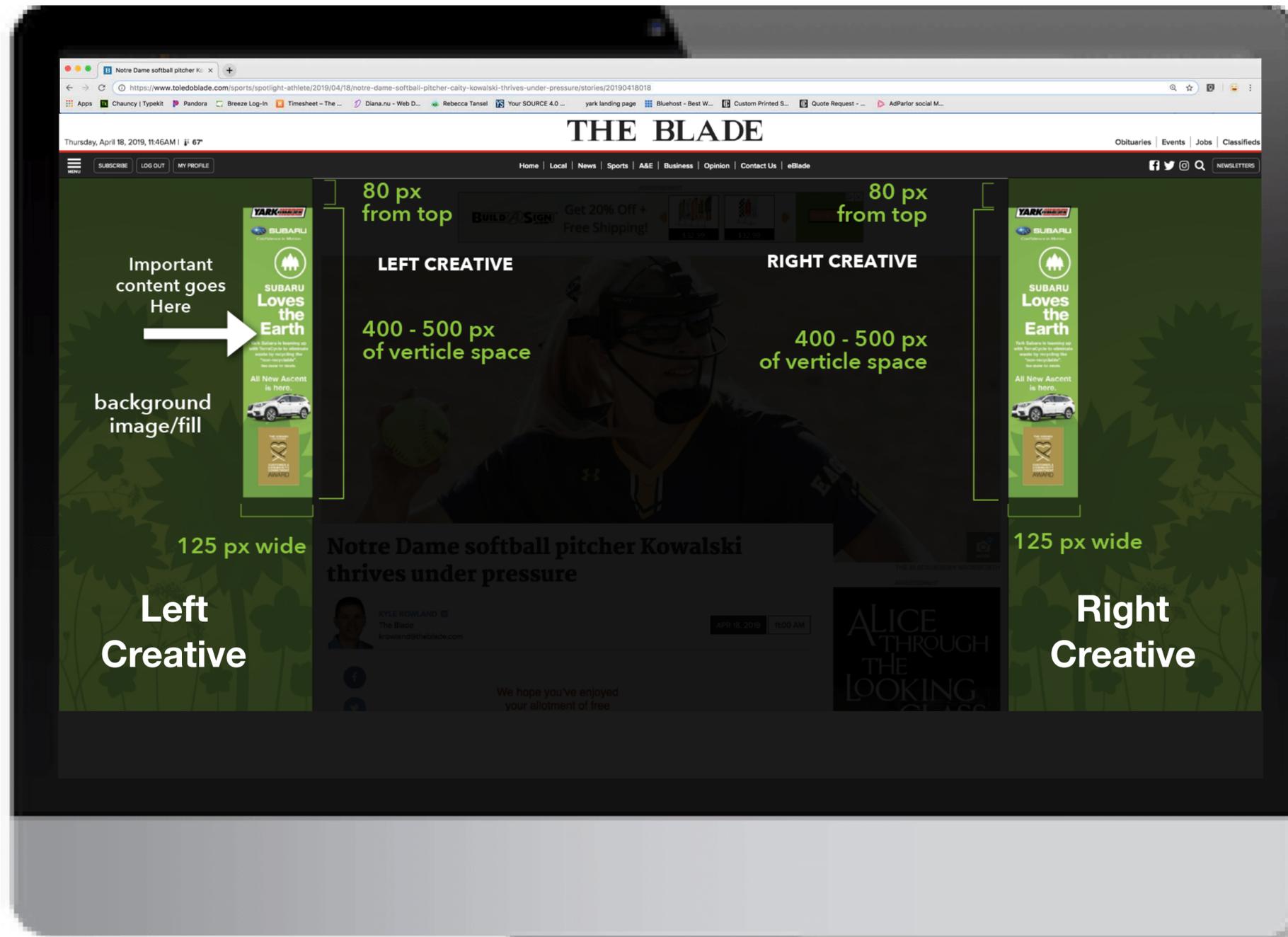
Creative size

- 458 x 960 pixels (jpeg or png)

2 CREATIVES, LEFT AND RIGHT

- 458 x 960 pixels each
- Can be identical or different
- Recommended to keep a consistent theme with both
- Only one URL must be provided for click-thru

458 x 960 px CREATIVE SPECS



SPECIFICATIONS

To account for monitor sizes and browsers, important content such as text, logos, call-to-actions etc. should be within the highlighted safe zone of the image. This is to ensure the content is visible at all times.

Safe Zone Details:

- Approximately 125x500px window
- Below 80px from the top
- Within 125px from the inside wall
- 400 to 500 px vertical range
- Consider page balance and framing when creating the two separate creatives (Opposite text justification, mirror images, etc.)

Example of how browser, zoom, & screen size may Effect the ability to view the full width and height of the ads.

