

HEARST

BAY AREA

Operations Email: traffic@sfgate.com
 Operations Gmail: trafficsfgate@gmail.com

Traffic Instructions: Traffic instructions should include banner name, referring URL, alternate and tag text, rotation schedule, production contact and any pertinent instructions. If banners are not sent as an attachment, instructions to a pickup page should be included on the traffic instructions.

Standard Ad Unit Specs	Medium Rectangle (Square)	Half Page	Leaderboard	Super Leaderboard
Maximum Dimensions (WxH in pixels):	300x250	300x600	728x90	970x90 (Backup 728x90 Required)
Maximum Expanded Dimensions (WxH in pixels):	Expansion not allowed for these units			
Max Initial File Load Size:	40 KB (200KB for HTML)			
Max Additional Initial File Load Size for OBA Self-Reg Compliance:	5KB			
Subsequent Max Polite File Load Size:	Not allowed for these units			
Subsequent Max User Initiated File Load Size:	Not allowed for these units			
Subsequent Max User Initiated Additional Streaming File Size:	Not allowed for these units			
Max Video & Animation Frame Rate:	24 fps			
Maximum Animation Length:	15-sec / 3 loops			
Formats Accepted:	.jpg/.gif/.png/html5/3rd party			
Max Video Length: (see "In-Banner Video" & Rich Media units Tabs)	Video not allowed for these units. Check In-Banner Video Tab			
Audio Initiation:	Must be user initiated (on click not roll over: mute/un-mute); default state is muted			
Hot Spot:	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range:	0 - 4,999			
Max Percentage of CPU Usage:3	20%			
Minimum Required Controls:	N/A			
Labeling Requirements, Font Size, etc.:	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)			
Maximum Creative Roatation:	No more than three separate creatives/tags per ad placement allowed at one time.			

Creative Changes:	Creative changes: when creative served by sfgate this is permitted once per week. Exceptions to be approved by SFGate sales and ad operations departments.
Submission Lead-Time:	Min 2 business days after ad ops receive creative
Implementation Notes & Best Practices:	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), a standard image file is required.