



DIGITAL SPECS

FILE SUBMISSION

All artwork should be email to: production@thecoast.ca

DEADLINES & AD SERVING

- Artwork must be sent 24 hours before the campaign start time. If not received, the client will be billed for the impressions ordered even if impressions are not met due to late artwork.
- Online ads are served by Google DoubleClick for Publishers (DFP). Delivery reports are available on request. Please deliver art as GIF or JPEG files and should be 72 pixels per inch and RGB colour.
- All third party served ads must be tested prior to running on thecoast.ca sites. Any vendor not on this list should be verified in advance.
- Currently approved third party vendors are: Adtech, Atlas, Doubleclick (aka DART/DFA), MediaMind (Eyeblander), eyeReturn Marketing, Eyewonder, Pointroll, Unicast

DESIGN, ON THE HOUSE

As a service to our clients, The Coast provides complimentary design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad.

Desktop double box
300 x 600

Mobile & Desktop box
300 x 250

For all creative:

- Static file format: GIF/PNG/JPG
 - Rich media file format: HTML5
 - Animation time: 0:15
 - Audio: click to initiate
- Please make sure to include link when sending creative.*

Desktop leaderboard 728 x 90

Mobile banner
320 x 50

DESKTOP WALLPAPER*
1300px wide x 1200px tall

Newsletter box
600 x 450

* 2 different pieces of artwork can be submitted, one to run on either sit or the same creative can run on both sides.

BRANDED CONTENT

- Post accompanied by client's artwork for IAB sizes: 728x90, 300x250, 320x50.
- Clickable logo, JPG, please provide link



PRODUCTION DEPARTMENT
production@thecoast.ca
902-422-6278 ex. 125