

# Pushdown with Video

This full-width\* responsive format is served above the header and includes an embedded video.

[Demo](#)

## OVERVIEW

<b>Platform</b>	Desktop, tablet and mobile
<b>Delivery</b>	Non-subscribers only – Homepage, Section Fronts, Article Pages
<b>Type</b>	High Impact – Responsive HTML5 creative
<b>Production</b>	Assets supplied by client, final product built by The Philadelphia Inquirer
<b>Submission Lead Time</b>	Minimum 5 business days prior to launch

## TECHNICAL SPECIFICATIONS

<b>Dimensions</b>	Aspect Ratio: 4:1 1600 x 400 / *covers browser width on displays up to 1600 px wide
<b>Max File Size</b>	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit Clipcentric's final ad weight standards)
<b>Video</b>	Ratio: 16:9 Auto-Play: Max 15 seconds User Initiated: Unlimited Audio: Always user initiated
<b>Animation</b>	Not allowed for this format
<b>PMN Frequency Cap Standard</b>	1x every 6 hours
<b>PMN Site Level Delivery Restrictions</b>	None
<b>Third Party Serve</b>	No
<b>Third Party Tracking</b>	Accepted (2 pixels max, only 1 JS)

## HIGH IMPACT FORMAT SPECS

### CREATIVE GUIDELINES

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<b>Format Specific Guidelines</b>	<p>The pushdown template places the video file on the right hand side with a creative in the background (see demo for visual example). Please note that copy or logos placed near or behind the video will not display. The placement of the video can be adjusted on a case by case basis.</p> <p>Videos under 15 seconds will auto-play. Videos over 15 seconds will need to be user initiated. Audio is always user initiated.</p> <p>A video still image will display on the unit. If the video is under 15 seconds and auto-plays, the still will display at the end of the video and will prompt the user to play the video again. If the video is over 15 seconds and is user initiated, the still will display at the beginning of the ad unit and will hide after the user clicks the play button. The client should provide a video still, otherwise The Philadelphia Inquirer will select a video frame from the file.</p>
<b>Video</b>	<p>Video Size: 1920 x 1080 px (max display size: 640 x 360 px) File Size: Highest quality possible (PMN will optimize and encode video to 1.1 MB for auto play and 2.5 MB for user initiated)</p>
<b>Requirements</b>	<p>Ad unit content must have clearly defined borders and not be confused with page content</p>
<b>Total Files to Send</b>	<p>Creative: 1 Pushdown Background Video: 1 Video File Video Still: 1 Video Screenshot <b>Total: 3 Files</b></p>
<b>Accepted File Types</b>	<p>Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged) Video: MP4, MOV Video Still: JPG, PNG Fonts: TTF, OTF</p>

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### CLIENT SUPPLIED ASSETS

- Pushdown creative** based on creative guidelines: 1600 x 400 px
- Pushdown creative mobile version** based on creative guidelines: 1600 x 400 px (optional)
- Video**
- Video Still**
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)

## HIGH IMPACT FORMAT SPECS

SAFE SPACE



376 px

674 px