

HIGH IMPACT FORMAT SPECS

Wallpaper

The wallpaper experience displays across the back of the www.inquirer.com homepage creating a takeover effect. This creative wraps around the main content well on the homepage and section fronts and is best used as a “frame” to compliment banner ads.

[Demo](#)

OVERVIEW

Platform	Desktop
Delivery	Homepage
Type	High Impact – Responsive HTML5 creative
Production	Assets supplied by client, final product built by The Philadelphia Inquirer
Submission Lead Time	Minimum 5 business days prior to launch

TECHNICAL SPECIFICATIONS

Dimensions	
Left/Right Panels	Dimensions: 595x1400
Middle Panel	Dimensions: 10x1400
Max File Size	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit the final ad weight standards)
Video	Not allowed for this format
Animation	Not allowed for this format
PMN Frequency Cap Standard	None
PMN Site Level Delivery Restrictions	Homepage and section fronts only as part of sponsorships Served to non-subscribers
Third Party Serve	No
Third Party Tracking	Accepted - 1 tracker only, no Javascript

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CREATIVE GUIDELINES

Content Two panels on the left and right side of the homepage with a single middle panel which repeats across the remaining width of the homepage based on the screen size

Format Specific Guidelines The wallpaper unit features three separate files which create the final takeover effect.

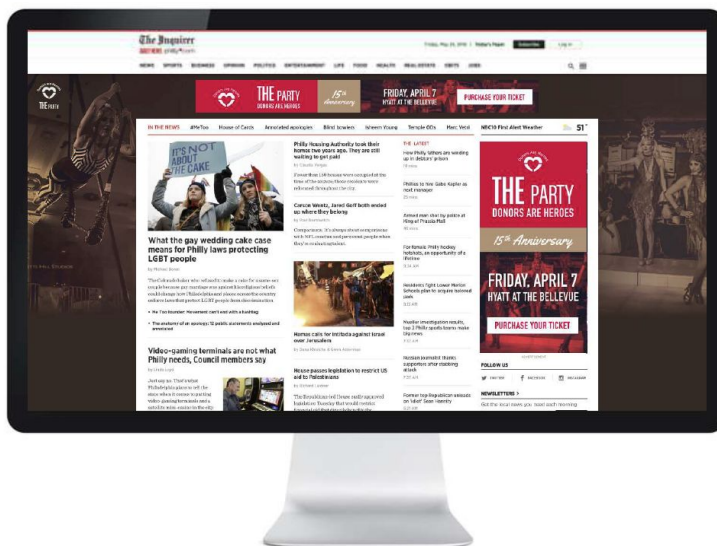
- The two left and right panels will display on the sides of the homepage. These pieces will be most visible to the user.
- The middle panel is a thin panel which will ultimately repeat as necessary to help fill the gap between the left and right panels. Based on the window size, the more middle panels will be added to close the gap.

Restrictions

1. Ad unit content must have clearly defined borders and not be confused with page content
2. Copy is NOT permitted on any of the creatives.
3. Logos, images, and buttons should remain within the designated safe space (see diagram below) in order to enhance visibility
4. Middle panel creative should be simple and able to be duplicated to create one consistent shape (i.e. solid color, simple pattern or gradient) The Philadelphia Inquirer can advise on best practices.

Total Files to Send 2 Left/Right Creative Panels
1 Middle Creative Panel
Total: 3 Files

Accepted File Types Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged)
Fonts: TTF, OTF



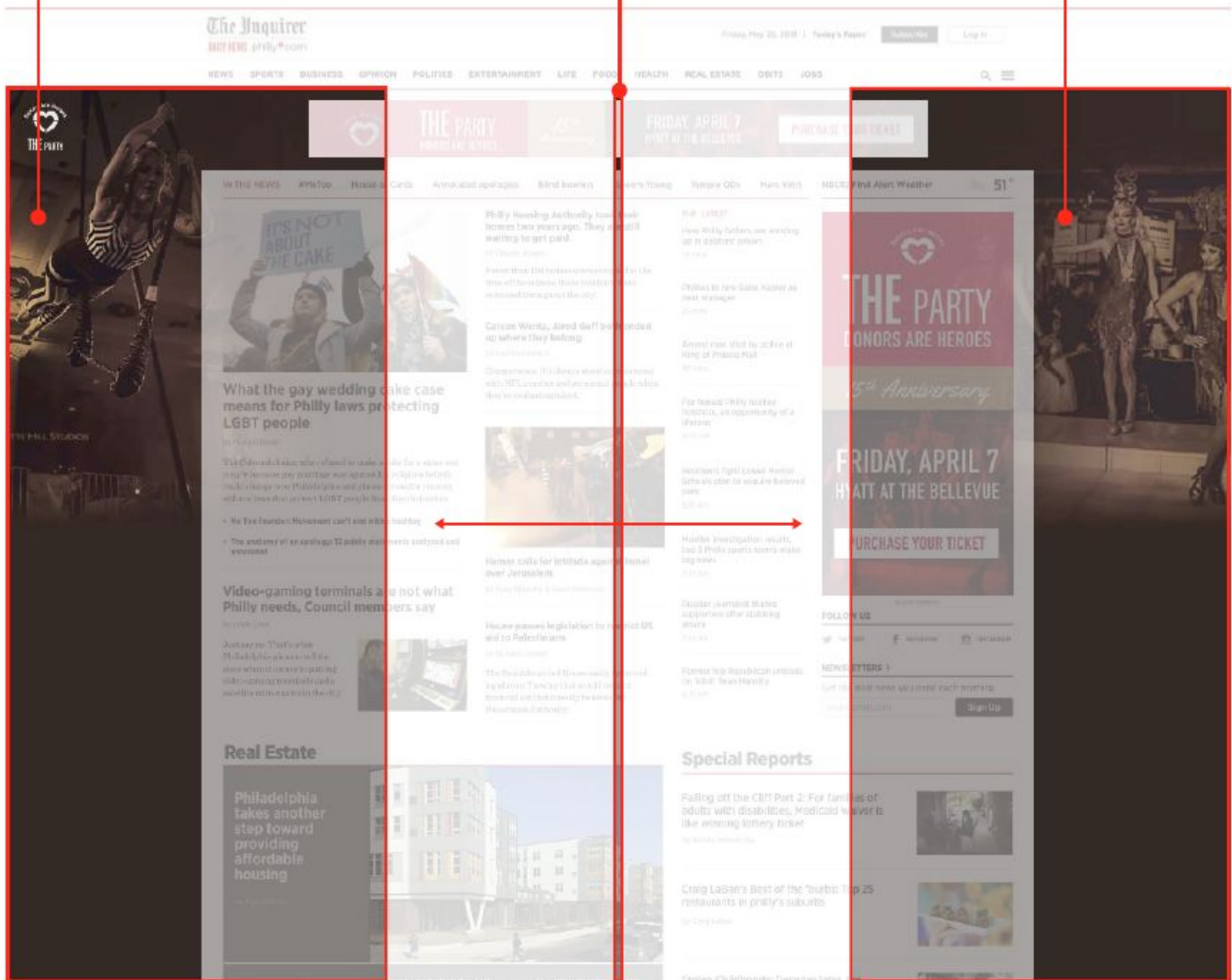
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SIZE SPECS

WALLPAPER LEFT PANEL
- 595 x 1400 px

WALLPAPER MIDDLE PANEL
seamless graphic that repeats horizontally to fill negative space
- 10 x 1400 px

WALLPAPER RIGHT PANEL
- 595 x 1400 px



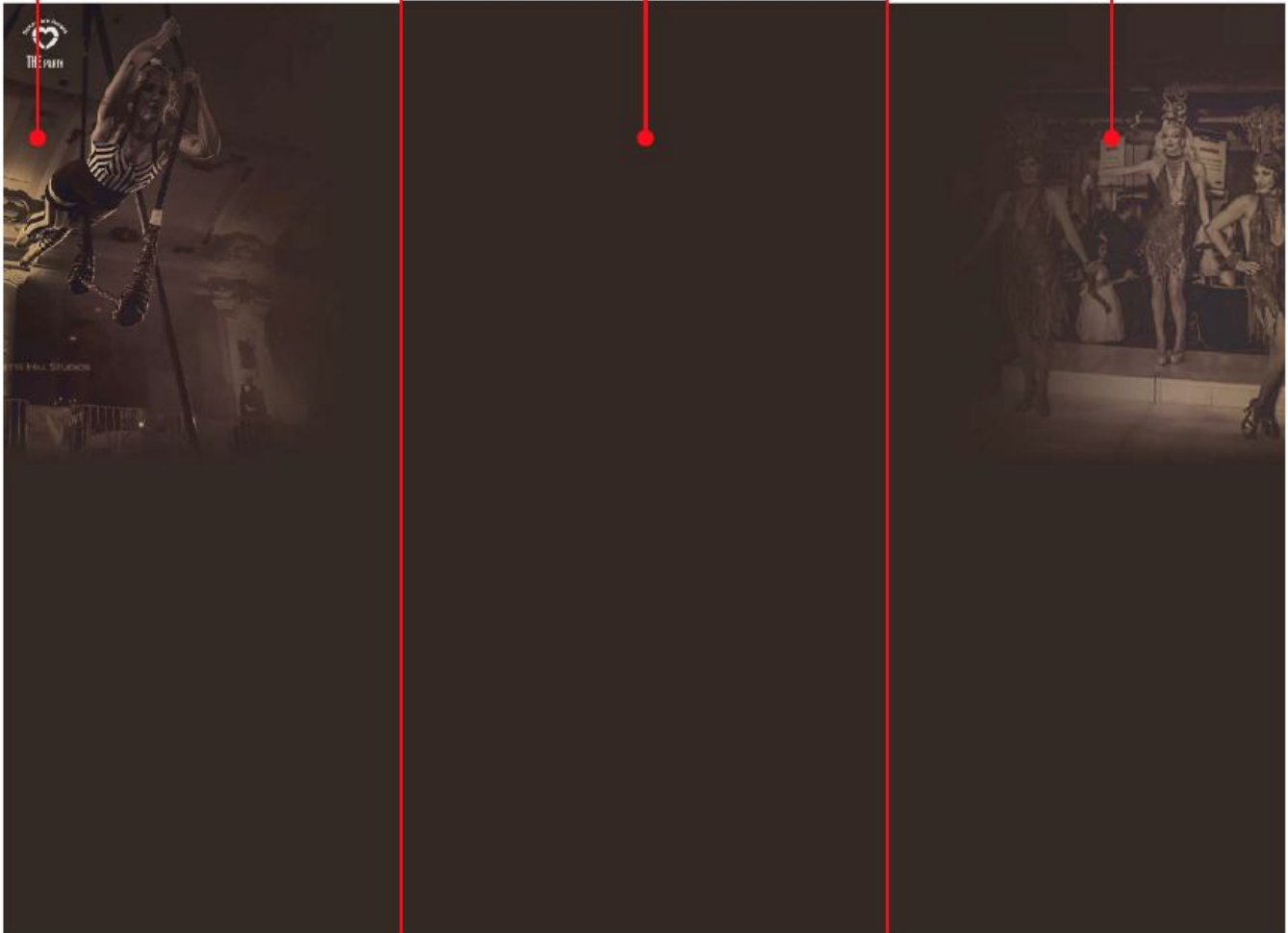
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SIZE SPECS (cont.)

**WALLPAPER
LEFT PANEL**
- 595 x 1400 px

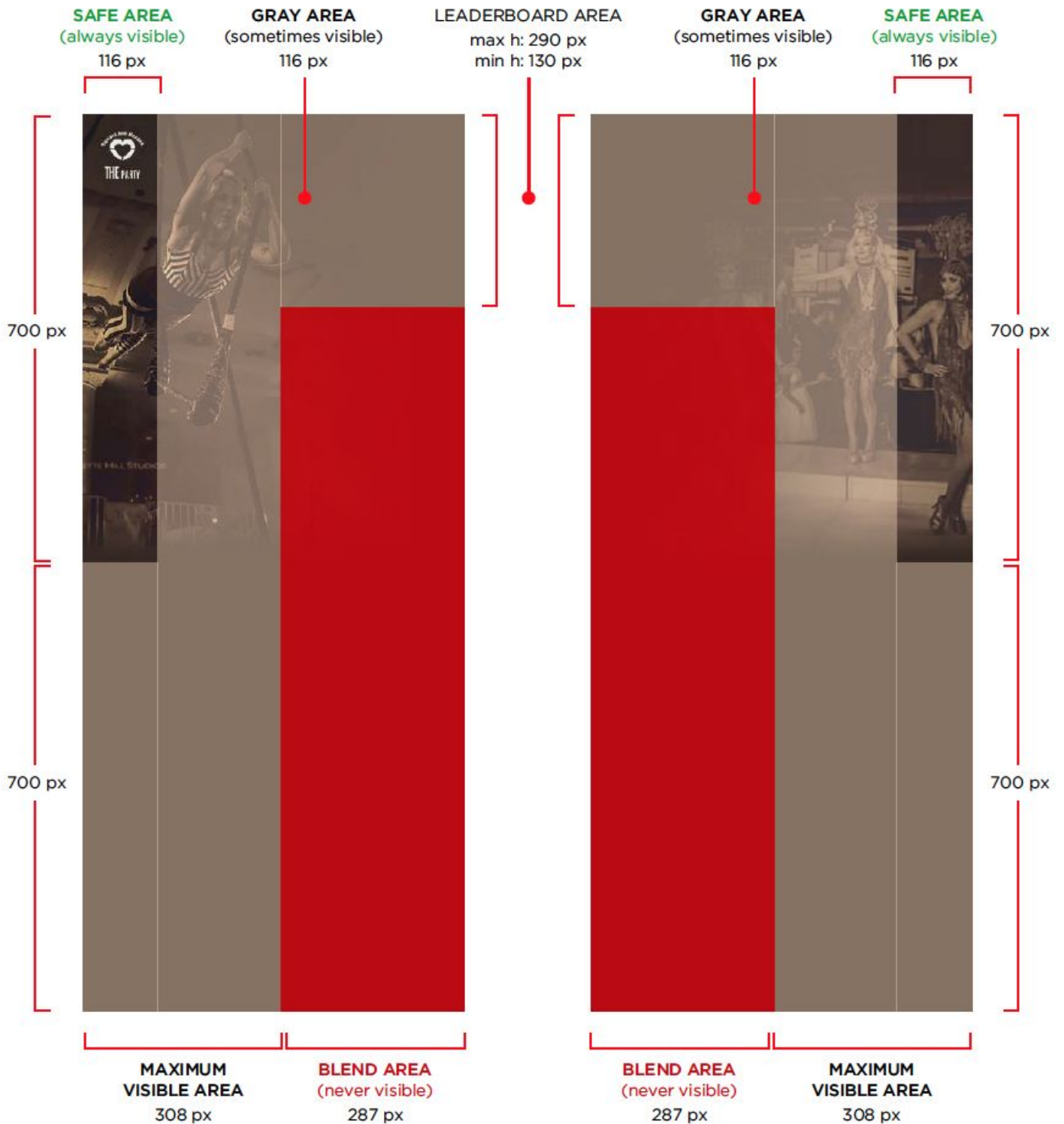
**WALLPAPER
MIDDLE PANEL
PREVIEW**
- 10 x 1400 px

**WALLPAPER
RIGHT PANEL**
- 595 x 1400 px



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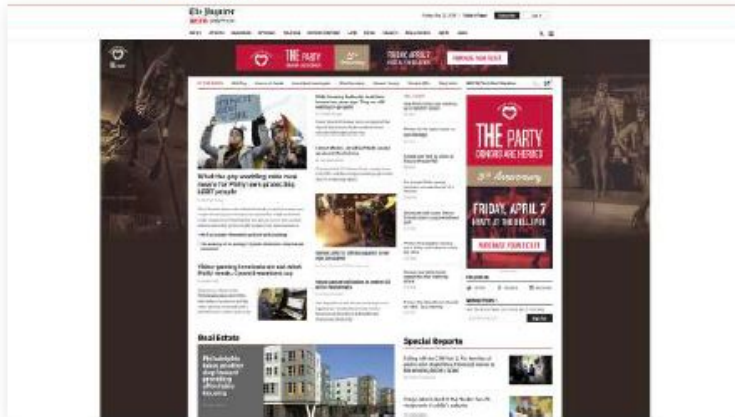
RESPONSIVE SAFE AREAS



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SCREEN PREVIEWS

2560 x 1440 px



1920 x 1080 px



1920 x 1200 px



1680 x 1050 px



1600 x 900 px



1536 x 864 px



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CLIENT SUPPLIED ASSETS

Wallpaper creatives based on creative guidelines

- Left unit: 595 x 1400 px
- Right unit: 595 x 1400 px
- Middle unit: 10 x 1400 px

Font files (if premium fonts are used)

Click-through URL

Third Party Tracking (optional)