DENVER POST MEDIA
SPECs & GUIDELINES
TABLE OF CONTENTS

DENVER POST PRINT SPECS ................................................................. 3
DENVERPOST.COM AD MAPS ............................................................. 4
BANNER SPECS ............................................................................. 5
FACEBOOK & INSTAGRAM SPECS & GUIDELINES .......................... 6
VIDEO ADVERTISING ...................................................................... 7
EMAIL ADVERTISING ................................................................... 8
NATIVE CONTENT .......................................................................... 9
RESTRICTED & PROHIBITED CONTENT ......................................... 10
The Denver Post provides a full range of advertising design and ad building services. However, if you choose to build your own advertisement, please follow these general guidelines.

**FILE PREPARATION**

**CAMERA READY FILES**
- We accept production-ready PDFx-1a files
- Ads must be built in CMYK
- Resolution of continuous tone photographs need to be set at 170 dots-per-inch (dpi)
- Bitmap graphics or logos need to be set at 600dpi
- Total Area Coverage = 220
- No changes can be made to the PDF file as they are intended to be production-ready - files must be resubmitted if changes need to be made

**FILE DELIVERY**

Please use our web-proofing software, aePortal, to submit camera-ready art.
[https://denverpostportal.affinitydigital.net/uploads/](https://denverpostportal.affinitydigital.net/uploads/)

---

**THE DENVER POST BROADSHEET COLUMN WIDTHS**

<table>
<thead>
<tr>
<th>Column</th>
<th>Width (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page: 9.888&quot; x 19.75&quot;</td>
<td>3.222&quot;</td>
</tr>
<tr>
<td>(all ads over 17.75&quot; will be billed at 20&quot;)</td>
<td></td>
</tr>
<tr>
<td>1 Column</td>
<td>1.556&quot;</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3.222&quot;</td>
</tr>
<tr>
<td>3 Columns</td>
<td>4.889&quot;</td>
</tr>
<tr>
<td>4 Columns</td>
<td>6.556&quot;</td>
</tr>
<tr>
<td>5 Columns</td>
<td>8.222&quot;</td>
</tr>
<tr>
<td>6 Columns</td>
<td>9.888&quot;</td>
</tr>
<tr>
<td>13 Columns (double truck)</td>
<td>20.888&quot;</td>
</tr>
</tbody>
</table>

---

**THE DENVER POST CLASSIFIED BROADSHEET COLUMN WIDTHS**

<table>
<thead>
<tr>
<th>Column</th>
<th>Width (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page: 9.888&quot; x 19.75&quot;</td>
<td>0.889&quot;</td>
</tr>
<tr>
<td>(all ads over 17.75&quot; will be billed at 20&quot;)</td>
<td></td>
</tr>
<tr>
<td>1 Column</td>
<td>1.889&quot;</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3.778&quot;</td>
</tr>
<tr>
<td>3 Columns</td>
<td>5.666&quot;</td>
</tr>
<tr>
<td>4 Columns</td>
<td>7.554&quot;</td>
</tr>
<tr>
<td>5 Columns</td>
<td>9.442&quot;</td>
</tr>
<tr>
<td>6 Columns</td>
<td>11.330&quot;</td>
</tr>
<tr>
<td>8 Columns</td>
<td>15.114&quot;</td>
</tr>
<tr>
<td>9 Columns</td>
<td>16.998&quot;</td>
</tr>
<tr>
<td>10 Columns</td>
<td>18.882&quot;</td>
</tr>
</tbody>
</table>

---

**YOURHUB & TABLOID SIZES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Square</td>
<td>4.056&quot; x 4.750&quot;</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>8.222&quot; x 2.350&quot;</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>1.972&quot; x 9.610&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>4.056&quot; x 9.610&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>8.222&quot; x 4.750&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.222&quot; x 9.610&quot;</td>
</tr>
<tr>
<td>Front Cover Billboard</td>
<td>8.222&quot; x 2.0&quot;</td>
</tr>
<tr>
<td>Doubletruck</td>
<td>17.50&quot; x 9.610&quot;</td>
</tr>
</tbody>
</table>

**DENVER POST SPADEA**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1 &amp; 2 (flap)</td>
<td>4.889&quot; x 19.75&quot;</td>
</tr>
<tr>
<td>Page 3 &amp; 4 (full)</td>
<td>9.888&quot; x 19.75&quot;</td>
</tr>
<tr>
<td>Double Truck</td>
<td>15.888&quot; x 19.75&quot;</td>
</tr>
</tbody>
</table>

**Pages 2 & 3 print in black and white**
<table>
<thead>
<tr>
<th>AD MAPS</th>
<th>DESKTOP HOME PAGE &amp; SECTION</th>
<th>DESKTOP ARTICLE PAGE</th>
<th>MOBILE ALL PAGES</th>
<th>TABLET ALL PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100x100 Portrait</td>
<td>320x50 Leaderboard</td>
<td><strong>NEWS</strong></td>
<td><strong>TOP LEADERBOARD</strong></td>
<td><strong>CUBE 1</strong></td>
</tr>
<tr>
<td>320x100 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td>Driver who ran into Denver protestor in May is charged with assault, reckless driving</td>
<td>728x90</td>
<td><strong>CUBE 1</strong></td>
</tr>
<tr>
<td>320x100 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td>A Denver woman who was filmed running her vehicle into a protestor during a demonstration for George Floyd in May has been charged with assault and reckless driving.</td>
<td></td>
<td><strong>CUBE 2</strong></td>
</tr>
<tr>
<td>320x100 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td></td>
<td></td>
<td><strong>CUBE 3</strong></td>
</tr>
<tr>
<td>320x50 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td><strong>ARTICLE</strong></td>
<td><strong>BOTTOM LEADERBOARD</strong></td>
<td><strong>CUBE 1</strong></td>
</tr>
<tr>
<td>320x50 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td>CUBE 3</td>
<td>728x90</td>
<td><strong>CUBE 2</strong></td>
</tr>
<tr>
<td>320x50 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td>300x250 Cube</td>
<td>728x90</td>
<td><strong>CUBE 3</strong></td>
</tr>
<tr>
<td>320x50 Leaderboard</td>
<td>320x50 Leaderboard</td>
<td>300x250 Cube</td>
<td>728x90</td>
<td><strong>BOTTOM LEADERBOARD</strong></td>
</tr>
</tbody>
</table>

** ABOVE THE FOLD**

** BELOW THE FOLD**
GUIDELINES & BANNER SPECS

FILE SPECIFICATIONS:

FILE FORMATS:
- GIF
- JPG
- PNG
- HTML5

COLOR FORMAT:
- RGB

FILE WEIGHT:
- varies by ad size

AVAILABLE AD SIZES BY DEVICE:

DESKTOP:
- 300x250
- 300x600
- 300x1050
- 728x90
- 970x90
- 970x250
- 970x30

MOBILE:
- 300x250
- 320x50
- 320x100

TABLET:
- 300x250
- 728x90
- 970x90
- 970x250
- 970x30

FILE SPECIFICATIONS:

- 300x1050: 100KB
- 300x600: 80KB
- 970x250: 90KB
- 320x50: 20KB
- 320x100: 25KB
- 728x90: 40KB
- 970x90: 40KB
## Facebook & Instagram Specs

<table>
<thead>
<tr>
<th>Assets</th>
<th>Guidelines</th>
<th>DP Boosted</th>
<th>Single Image</th>
<th>Single Video</th>
<th>Carousel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Image or Video asset</td>
<td>File Type: jpg or png</td>
<td>1. Images</td>
<td>1. Video (we can make short videos with photo assets through Facebook Creative Hub)</td>
<td>1.2-10 images, videos, or both</td>
<td></td>
</tr>
<tr>
<td>4. Link Description: 30 characters</td>
<td>Video Ratio: 9:16 to 16:9</td>
<td>4. Link Description: 30 characters</td>
<td>4. Link Description: 30 characters</td>
<td>4. Link Description: 20 characters</td>
<td></td>
</tr>
<tr>
<td>5. Click through link</td>
<td>Max File Size: 4GB</td>
<td>5. Click through link</td>
<td>5. Click through link</td>
<td>5. Click through link</td>
<td></td>
</tr>
</tbody>
</table>

### Facebook & Instagram ASSETS

- **Body Text:** 125 characters
- **Headline:** 25 characters
- **Link Description:** 30 characters
- **Click through link:**

### Facebook & Instagram SPECs

- **Image file types:** jpg or png
- **Image Ratio:** 1.91:1 to 4:5
- **Recommended Resolution:** Upload the highest resolution image available.
- **Video Ratio:** 9:16 to 16:9
- **Max File Size:** 4GB
- **Recommended Resolution:** Upload the highest resolution video available that meets the file size and ratio limits.
- **Video Captions:** Optional but recommended
- **Video Sound:** Optional but recommended
- **Image file types:** jpg or png
- **Minimum number of cards:** 2
- **Maximum number of cards:** 10
- **Video maximum file size:** 4GB
- **Video Length:** up to 240 minutes
- **Image maximum file size:** 30MB
- **Recommended resolution:** at least 1080 x 1080px
- **Recommended Ratio:** 1:1
**VIDEO ADVERTISING**

**PRE-ROLL VIDEO**
- **FILE FORMAT**
  - MP4
- **LENGTH**
  - 15 seconds
  - 30 seconds
- **VIDEO DIMENSIONS**
  - 480x360

**PROGRAMMATIC VIDEO**
- **VIDEO DIMENSIONS**
  - 1920 X 1200 PX
  - 1920 X 1080 PX
- **FILE FORMAT**
  - MP4 (h.264)
- **AUDIO BITRATE**
  - 160 kbps or higher
- **VIDEO BITRATE**
  - 5.4 mbps or higher
- **MAX FILE SIZE**
  - 200MB Limit

**YOUTUBE**
- **SKIPPABLE VIDEO ADS**
  - Desktop, Mobile devices, TV & game consoles
  - 6-20 seconds long
- **NON-SKIPPABLE VIDEO ADS**
  - Desktop & Mobile Devices
  - 15 or 20 seconds in length
- **BUMPER ADS**
  - Desktop & Mobile Devices
  - Up to 6 seconds long
EMAIL ADVERTISING

TARGETED EMAIL BLASTS

EMAIL BLAST ASSETS
1. Subject Line - 30 character max
2. From Line
3. Drop Time & Time Zone
4. Email Quantity
5. HTML Creative

FILE SPECIFICATIONS:
FILE FORMAT
• HTML5
DIMENSIONS
• 700px x unlimited
COLOR FORMAT
• RGB
FILE WEIGHT
• 1MB

DENVER POST NEWSLETTERS

NEWSLETTER CUBE
1. 300x250 cube
2. Click through URL

NEWSLETTER SPONSORSHIP
1. 320x50 Logo
2. 300x250 cube
3. 1-2 sentences of sponsored content
4. Click through URL
REQUIRED ASSETS

1. NATIVE AD UNIT
   - Headline: 80 characters max
   - Preview Image
     - Accepted File Sizes: png, jpg, jpeg, gif
     - Recommended width: 800 px
     - Max File Size: 3MB/3,072K max

2. NATIVE CONTENT LANDING PAGE
   - Article Page
   - Page Dimensions: 800 x 1500
   - Article Character Count: 250 - 5,000 max
   - Brand Logo
   - File Format: Transparent PNG
   - Size: 75px x 150px
   - Click through URL

3. TRACKING REQUIREMENTS
   - Click Tracker
   - 1x1 Impression Tracker

OPTIONAL ASSETS

1. COMPANION BANNERS (STATIC)
   - Sizes Needed: 300x250, 300x600, 728x90, 320x50
   - Max File Size: 3MB / 3,072K max

2. IMAGES
   - Number of Images: 10 max
   - File Format: jpg, png
   - Recommended Width: 800px

3. SOCIAL WIDGETS
   - Facebook
     - Official brand Facebook URL needed
   - Twitter
     - Official brand Twitter handle needed

4. VIDEO EMBED
   - URL Link to video on Vimeo/YouTube
   - Play Options:
     - Auto Play - Desktop Only
     - Click-to-play - Desktop/Mobile
CONTENT GUIDELINES

RESTRICTED CONTENT
Restricted content must be pre-approved by The Denver Post leadership team and by product.

- Cannabis
- Gambling & Gaming
- Political & Advocacy
- Alcohol
- Healthcare & Medicines
- Financial Services
- Tobacco and Accessories
- Firearms & Accessories

PROHIBITED CONTENT

- Sexual products or services
- Adult Content
- Violence or Graphic Content
- Hate Speech
- Explicit Language
- Illegal Products or Services
- Counterfeit Goods
- Adult Content