



# Creative Ad Formats

## Display Ad Units Ad Spec

Standard display banner sizes:

- 300x250 (medium rectangle)
- 728x90 (leaderboard)
- 300x600 (half page)
- 160x600 (wide skyscraper)
- 320x480 (full-screen interstitial)
- 320x50 (mobile leaderboard)

Following file formats are accepted: JPG, PNG, GIF.

- Optimal file size: 750kb.
- Creative must be high resolution (300 pixels per inch and above).
- 3rd party tags are accepted.

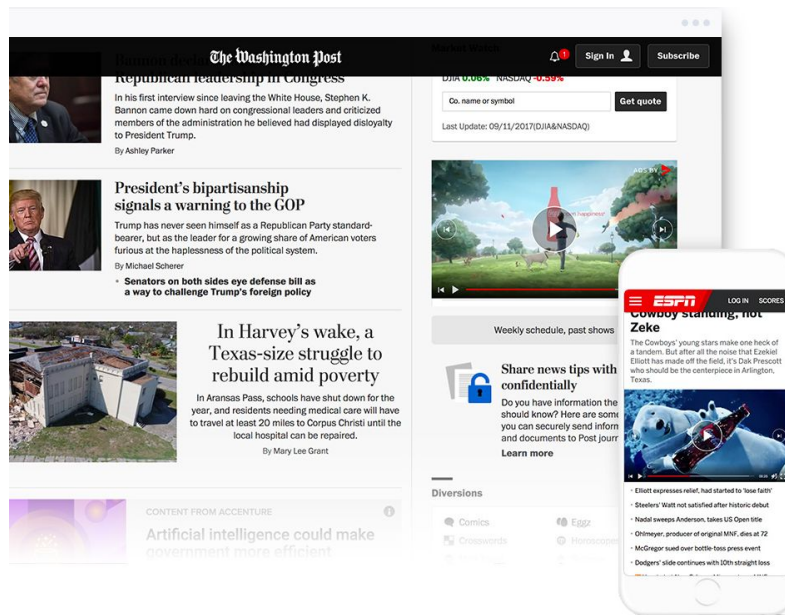
The screenshot shows the top navigation bar of The Washington Post website, including the logo, search icon, and navigation menu. Below the navigation bar, there is a large red banner for a "10 STEP GUIDE TO LAUNCHING A STRATEGIC CUSTOMER FEEDBACK PROGRAM" with a "DOWNLOAD NOW" button and a "getfeedback" logo. The main content area features several articles, including "The Amazon finalists are building tech economies. Which are the best?", "High heels are the worst, and women are ditching them", "The 'Fearless Girl' statue turns 1. Here's what she's inspired.", "Should I rent or buy a home? That's not the only question you should be asking.", and "Is college worth it? One professor says no.". There is also a large illustration of a graduation cap with a tassel and a yellow ribbon.



# Creative Ad Formats

## Pre-Roll and Outstream Video Ad Spec

- Duration: 15 seconds & 30 seconds.
- Preferred formats: MP4, WebM.
- Max file size: 150MB.
- Aspect ratio: 16:9.
- VAST 2.0 and 3.0 accepted.



## Native Ad Units

### Ad Spec

- **Headline**
  - Maximum of 55 characters, minimum of 15 characters, including spaces.
- **Body**
  - Maximum of 120 characters, minimum of 25 characters, including spaces.
- **Image**
  - The image for native ads should not contain any text overlay.
  - We accept 1200x628 and 600x600 pixel images in the following formats: JPG, PNG, GIF.
  - Optimal file size is 750kb.
- **Destination URL**
- **Brand logo on white background**



### How to find the perfect running shoes

Top tips on choosing the running shoes that are most suited for your body and running style.

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