

BANNER GUIDELINES

This document has been produced to help anyone designing banner ads for the News 9 NOW to have their creative hold upon the screen as intended. Please follow the guidelines and tips to ensure your designs maintain readability.

REQUIREMENTS

Resolution: 345X1080 pixels · DPI: 300dpi · Bit Depth: No less than 24 bit

Live Area: 314X873(See Illus.) (If you have any copy that extends outside the live area you risk having it be cut off on certain television settings.)

PROVIDED ELEMENTS

If we design, client must provide elements with 300dpi resolution images and/or vector art elements.

TIPS

Do not use thin fonts. They don't translate well on News 9 Now. Remember to keep you messages simple and concise. The space is small and too many components makes it unreadable.

REQUESTING DESIGN

Go to <https://gnm.wufoo.com/forms/design-request/> and input all relevent data, copy points and hi-res files to design the ad in the form. You can also find the form through Jostle under the folowing path:

LIBRARY > MARKETING > REQUEST FORMS > DESIGN REQUEST

BOOKING

All banner ads MUST be booked on an order for them to run. Please see traffic if you have any questions.

TRAFFICKING

Please send your completed files to our trafficking department at traffic@griffin.news. Be sure to include the name of the advertiser, order #, name/title of the ad, a starting air date and an ending air date in your email.

EXAMPLE



IMAGE BLEED

News9Now
Sponsorship
Development
Sheet

ALL IMPORTANT
CONTENT
WITHIN
RED BORDER

314 px

AREA OUTSIDE
OF RED BORDER

345 px Total Width

1080 px Total Height

873 px