

Digital Creative Shapes for the Holiday's 2016

LEE Instructions for Digital Ad Holiday Shape Creation

1. All Digital Creative shapes are to be sold and ordered at creative size 1260x840 (desktop) and 480x840 (mobile).
2. When ordering these digital ads in Phoenix or aePortal for use with the Affinity production teams or local teams, order as a Conversion with Change.
 - a. Be sure to reference the correlating print ad shape number in the pickup field.
 - b. Place the proper corresponding creative ad shape in the tagline field.
 - c. Upon markup please state the following –*please reference the Holiday Shape Creation files that you have in house. The final file must have a transparent background, be a PNG file, no larger than 900mb and under 500mb if possible.*
 - d. Affinity will use the creative template provided and design the ad and provide a proof for revisions or approval.
 - i. **If you are not processing your digital ads through AESB please note that your production teams need to create the final end file stated above for proper loading using only the templates** located [here](http://intranet.lee.net/sales/sales-initiatives/holiday/)<http://intranet.lee.net/sales/sales-initiatives/holiday/>
3. Complete the design process just like every other Digital ad in your enterprise.
4. For DFP orders please reference screenshots following these instructions. However, you will need to create two line items, one for desktop and one for mobile using the Flex – Interstitial template for the creatives.

All markets **MUST** use the Approved shapes sold exclusively. These shapes have been approved by Affinity X, the RDC, LEE Editorial and LEE Sales. It is imperative that the Digital guidelines per creative shape are followed for a smooth sales, production and digital fulfillment process.

Reference <http://billingsgazette.com/test/> for Digital shape display on a mobile, laptop, pad or desktop device.

Creative Shapes for the Holiday's Key Contacts:

For any Ad Design and AffinityX Questions Please Contact:

Mindy Eastey
Corporate Ad Production Manager
Lee Enterprises Inc.
c. 760.505.4428

For any DFP Entry questions please contact:

Edwina Umphrey
Corporate Digital Ad Operations Manager
563-383-2502

For any Sales related questions please contact:

Ryan Brosseau
Advertising Director
Billings Gazette Communications
406-657-1340

For any Sales reporting & questions please contact:

Allie Samuels
Advertising Support/Tactician
Billings Gazette Communications
406-657-1489

Centerstage Position:


Line item: **New line item**


Name

Inventory sizes  ☒ Standard ☐ Master/companion roadblock  (




Enter one or more sizes separated by a comma
[Target creatives and help forecast available inventory.](#)

Labels 
optional

 ☐ Allow same advertiser exception.


Comments
optional

Custom fields 
optional

Settings

Type 

Start time  CST

End time 


Goal % of total impressions set minimum quantity


Rate 


Discount 


Total value \$800.00

Adjust delivery optional

Display creatives 

Rotate creatives 


Day and time  All days and times [edit](#)

Frequency  ☒ Set per user frequency cap

impressions per

+ Additional frequency cap

Add targeting

Targeting preset  Saved targeting presets (696)

	Devices	Selected criteria	Reset
Inventory		Inventory	
Key-values and Audience	Back Home > Device category >	Ad units >	
Geography	<input type="text" value="Type to filter items"/>	billingsgazette.com × homepage ×	
Devices	Desktop included Feature Phone include ▾ Smartphone include ▾ Tablet included	Devices Device categories	
Connection		Desktop ×	
Mobile application		Tablet ×	
	4 items Include all »	4 items Save selected criteria as a preset ? <input type="text" value="Give this preset a name"/> <input type="button" value="Save"/>	

Flex - Interstitial

Basic Interstitial overlay template . Supports images, flash, YouTube, HTML5 video and Jivox tags. Only one crea

Name	Gingerbread - Centerstage Pos - 1260x840
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Target ad unit size 1x1

User-defined variables

clickTAG <http://www.billingsgazette.com>

clickTAG2	
optional	

Width ? 1260

Height ?

Image File Gingerbread-Man-Desktop V4 BILAE0000026816-001.png [edit](#)
optional

MobileImageFile No file chosen
optional

Flash File No file chosen
optional


Video Tag [expand](#)

Jivox Tag [expand](#)

Auto Close ? 0

Tracking Pixel	
optional	

Labels

SSL compatible  Yes (auto detected) [Override](#)

Orientation (mobile-
only)
optional

Custom fields Type to find items

Mobile Interstitial Position:

Line item: **New line item**


Name

Inventory sizes  ☒ Standard ☐ Master/companion roadblock 



Enter one or more sizes separated by a comma
[Target creatives and help forecast available inventory.](#)

Labels 
optional

 ☐ Allow same advertiser exception.


Comments
optional

Custom fields 
optional

Settings

Type 

Start time  CST

End time 


Goal % of total impressions set minimum quantity


Rate 


Discount 


Total value \$800.00

Adjust delivery optional

Display creatives 

Rotate creatives 

Day and time  All days and times [edit](#)

Frequency  ☒ Set per user frequency cap

impressions per

+ Additional frequency cap

Add targeting

Targeting preset [?]
optional

Saved targeting presets (696)

Inventory	Devices	Selected criteria	Reset
Key-values and Audience	Back Home > Device category >	Inventory	
Geography	Type to filter items	Ad units >	
Devices	Desktop include ▾	billingsgazette.com ×	
Connection	Feature Phone include ▾	✖ homepage ×	
Mobile application	Smartphone included	Devices	
	Tablet include ▾	Device categories	
		Smartphone ×	
	4 items Include all »	3 items	
		Save selected criteria as a preset [?]	
		Give this preset a name	Save

Flex - Interstitial

Basic Interstitial overlay template . Supports images, flash, YouTube, HTML5 video and Jivox tags. On

Name

Target ad unit size [?] 1x1

User-defined variables

clickTAG

clickTAG2
optional

Width [?]

Height [?]

Image File [?] [Choose File](#) No file chosen
optional

MobileImageFile [?] Gingerbread Man Mobile BILAE0000026816-002.png ec
optional

Flash File [?] [Choose File](#) No file chosen
optional

Video Tag [?] [expand](#)
optional

Jivox Tag [?] [expand](#)
optional

Auto Close [?]

Tracking Pixel [?]
optional

Labels [?]
optional

SSL compatible [?] Yes (auto detected) [Override](#)

Orientation (mobile-only) [?] [Any](#) ▾
optional

Custom fields [?]