metro.us digital campaign

metro.us delivers local, national, international, entertainment and sports news 24/7 – all you need to know on a daily basis. with a global reach that attracts young, well-educated, ambitious metropolitans, it's no wonder that **metro** is the #1 most-read free daily nationwide.

standard units

Desktop/Tablet

1. **Leaderboard** $10 CPM
2. **Big Box** $10 CPM
3. **Half Page** $15 CPM

Takeover: NY: $2,000 per day, PHL/BOS: $1,000 per day
1x Half Page, 2x Big Box, 2x Leaderboard
Homepage only, sold as daily sponsorship
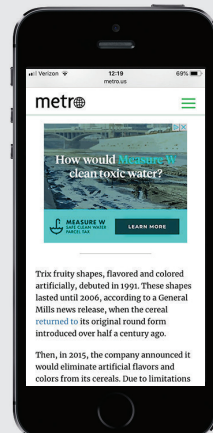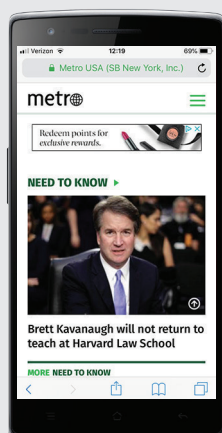
File types a ccepted: GIF, JPG

Submit standard advertising units 3 days prior. URLs required for all units and should be live at time of submission.

Banners with a white or transparent background must contain a border.

mobile

1. **Leaderboard**   320x50 $10 CPM
2. **Big Box**   300x250 $10 CPM

File Types Accepted: GIF, JPEG

metro.us digital specs

standard ad units	dimensions	max file size
Leaderboard	728x90	40KB
Big box	300x250	40KB
Half page	300x600	80KB

File formats accepted: GIF, JPEG, Default GIF required for HTML.

mobile ad units	dimensions	max file size
Mobile leaderboard	320x50	30KB
Mobile big box	300x250	40KB

File formats accepted: GIF, JPEG, HTML5

guidelines	
Animation	15 seconds limit, Looping allowed
Audio	Must be user initiated.
Content	Generally no: alcohol, tobacco, gambling, fake functionality
Third Party Ad serving	**Metro** supports Ad Dynamix, Adform, Adserverplus, Adsfac, Adtech, Agent Interactive, Atlas Media, Bluestreak, Bursting Pipe, Comission Partner, Doubleclick, Euro Ads, Eyeblaster, Eyewonder, Falk, Mediaplex, Newtention, PointRoll, Tango Zebra, TradeDoubler, Zedo

premium ad units	dimensions	file type	max file size	guidelines
Billboard (rich media)	970x250	Third party vendors	80KB	• Back up gif or jpeg files should be submitted for flash
Takeover	Half page, 2X Big box, 2X Leader-board	Third party vendors - for web JPEG - for Mobile	60KB	• All units are shown on the same time