

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 accepted: GIF, JPG

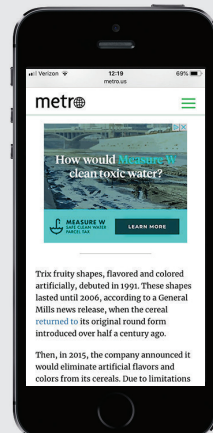
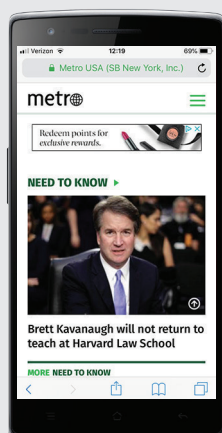
Submit standard advertising units 3 days prior. URLs required for all units and should be live at time of submission.

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



1

Leaderboard – 728x90

metro

NEWS ENTERTAINMENT LIFESTYLE SPORTS GAMES JOBS

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NEED TO KNOW

Brett Kavanaugh will not return to teach at Harvard Law School

MORE NEED TO KNOW

- Trix cereal is reverting back to the fruity shapes you grew up with
- Here's why social media depresses you, according to Kanye West and actual experts
- Putting on the dog: Thai ad agency employees bring pets to work
- Trump coming to Philly, SEPTA warns of delays
- MassDOT issues travel advisories ahead of Columbus Day weekend

2

Big Box 300x250

READ TODAY'S METRO

LATEST NEWS

- 4th How does a \$1 Whopper from Burger King sound? You can get one now
- 10th Trix cereal is reverting back to the fruity shapes you grew up with
- 23th Brett Kavanaugh will not return to teach at Harvard Law School
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NEW YORK

First renderings released for St. John's Terminal redevelopment

Everything to know about Edwin Raymond, NYPD sergeant who says department won't promote him for

Citi Bike promo aims to encourage more female cyclists for Women's Bike Month

Teens removed from Rikers as Raise the Age goes into effect

Date announced for 2019 Women's March NYC

BOSTON

PHOTOS: City Hall Plaza protesters call on Sen. Jeff Flake to reject Kavanaugh

Red Sox owners planning to build new performing arts venue 'Tenway Theater'

Arizona Senator Jeff Flake's Boston appearance moved due to safety concerns

National sexual assault hotline saw 200% surge in calls during Kavanaugh-Ford hearing

Flash Flood watch issued for Boston, most of Massachusetts

PHILADELPHIA

Stormy Daniels story told in Philly artist's comic book

Puerto Rican Day Parade brings thousands together in Philadelphia (photos)

Pennsylvania governors to break bread in spirit of William Penn

Cosby sentenced to 3 to 10 years in prison

Supporters of former 'Lost Boy' detained in South Sudan to rally at UN

ENTERTAINMENT

All of the ways to watch the Shark Tank season 10 premiere

MORE ENTERTAINMENT

- Are Timothée Chalamet and Lily-Rose Depp dating? Details on their rumored
- Taran Killam on why Single Parents isn't a traditional family show
- Why color and sound ruined comedy, according to Peter Bogdanovich
- Will there be a second season of 'Sorry for Your Loss'? Elizabeth Olsen talks us
- Will there be a Fresh Off the Boat season 6?

Producer Frank Marshall talks 'grounded' 'Jurassic Wor...

Netflix will roll out interactive episodes for adult viewers...

Everything you need to know about Superstore season 4

Regina King talks her recent Emmy win and why we need more f...

Who is Billy Magnussen? Everything you need to know about Gr...

Everything we know right now about Big Mouth season 2

Cardi B arrest details: Rapper charged in connection to figh...

Catt Sadler is fired and ready to fight

1

Leaderboard – 728x90

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metro.us digital specs

standard ad units	dimensions	max file size	guidelines	
Leaderboard	728x90	40KB	Animation	15 seconds limit, Looping allowed
Big box	300x250	40KB	Audio	Must be user initiated.
Half page	300x600	80KB	Content	Generally no: alcohol, tobacco, gambling, fake functionality

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

mobile ad units	dimensions	max file size	Third Party Ad serving	Metro supports Ad Dynamix, Adform, Adserverplus, Adsfac, Adtech, Agent Interactive, Atlas Media, Bluestreak, Bursting Pipe, Comission Partner, Doubleclick, Euro Ads, Eyeblander, Eyewonder, Falk, Mediaplex, Newtention, PointRoll, Tango Zebra, TradeDoubler, Zedo
Mobile leaderboard	320x50	30KB		
Mobile big box	300x250	40KB		

File formats accepted: GIF, JPEG, HTML5

premium ad units	dimensions	file type	max file size	guidelines
Billboard (rich media)	970x250	Third party vendors	80KB	<ul style="list-style-type: none"> Back up gif or jpeg files should be submitted for flash
Takeover	Half page, 2X Big box, 2X Leaderboard	Third party vendors - for web JPEG - for Mobile	60KB	<ul style="list-style-type: none"> All units are shown on the same time