



The Coast.ca

2011 ONLINE ARTWORK SPECS

Updated December 23, 2010 • For more information, contact your account representative at 902-422-6278 or sales@thecoast.ca

FILE TYPES

Standard formats accepted

GIF (static or animated), JPEG and third party rich media tags

Max file size:

- 40K Box
- Leaderboard
- Pencil
- Skyscraper
- 15K Tile
- 30K Flash

JPG/Flash: Dimensions listed are in pixels and should be minimum 72 dpi.

Video: Can play automatically but must have audio on/off, video stop/play/pause, "close" box appears no later than 4 sec. following initiation

If provided artwork is supplied before 2pm, ads can run the same day they are booked

Ads submitted exceeding maximum file size will be adjusted (for optimum load time)

Image resolution should be 72 pixels per inch and RGB color.

FILE SUBMISSION

- All artwork should be emailed to production@thecoast.ca.
- Please include** with your file the client name, a contact phone number and the start date for the online campaign.
- Name your files **clientname.publicationdate.filetype**.
ex: Aliant.240408.pdf.
- For files exceeding 10MB our ftp information is :
address: 64.72.130.139
username: coast
password: coastftp

Don't know what we're talking about?
Call your sales rep or pass these artwork specs along to your designer.

Leaderboard
728x90 px

Pencil
980x45 px

Box
300x250 px

Tile
300x80 px

Half Page
300x600 px

Skyscraper
160x600 px
*only available on content pages



Mobile

iPhone
300px W X 50px H

Blackberry
168px W X 28px H

As a service to our advertisers

The Coast provides complimentary typesetting and design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad. The Coast does not produce Flash media.

Newsletter



Newsletter 580px W X 200px H