



DEADLINES & AD SERVING

- Artwork for thecoast.ca and m.thecoast.ca is due 24 hours before the campaign start time. If not received, the client will be billed for the impressions ordered even if impressions are not met due to late artwork.
- Online ads are served by Google Double Click for Publishers (DFP). Delivery reports are available on request. Please deliver art as .gif files or .swf files and should be 72 pixels per inch and RGB colour.
- Videos can be up to 30 seconds long. Video must have a stop/play/pause button as well as an audio on/off button.
- All third party served ads must be tested prior to running on thecoast.ca sites. Any vendor not on this list should be verified in advance. Currently approved third party vendors are: Adtech, Atlas, Doubleclick (aka DART/DFA), MediaMind (Eyeblaster), eyeReturn Marketing, Eyewonder, Pointroll, Unicast.

CREATIVE FORMATS

- All files should be optimized for fast downloading (under 40k with 5 rotations).
- All animated creatives must be provided as Flash (.swf). Flash creatives must use clickTAG functionality. Do not embed the destination url in the creative. For more info, [click here](#). Backup .jpg or .gif required with all Flash creative.

FILE SUBMISSION

- All artwork and tags should be emailed to production@thecoast.ca
- Please include with your file the client name, a contact phone number and the correct click-through URL
- For files exceeding 10MB our dropbox information is as follows: <https://public.me.com/thecoastoffice>
The password is beef41.trunk

DESIGN, ON THE HOUSE

As a service to our advertisers The Coast provides complimentary standard web ad 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. These ads do not include flash, video or audio.

STANDARD ONLINE AD SIZES

LEADERBOARD 728w x 90h
runs top of page



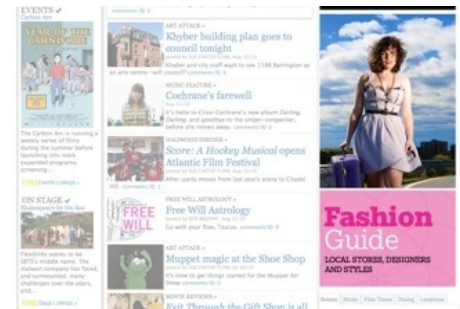
BOX 300w x 250h



PENCIL 980w x 45h



1/2 PAGE SKYSCRAPER
300w x 600h



SKYSCRAPER 160w x 600h



MOBILE BANNER 300w x 50h



WALLPAPER

- Wallpaper includes top box position and leaderboard plus artwork that runs alongside content on either side. All creatives run concurrently on the home page.
- Artwork is served by The Coast's CMS and can not be served by the client's own ad serving software.
- 160px wide, this image will repeat itself if the screen is wider than 1300px. Artwork will be repeated to the bottom of the coast homepage to the max size 1600px.