

Pushdown

This full-width* responsive format is served above the header.

[Demo](#)

OVERVIEW

Platform	Desktop, tablet and mobile
Delivery	Non-subscribers only – Homepage, Section Fronts, Article Pages
Type	High Impact – Responsive HTML5 creative
Production	Assets supplied by client, final product built by The Philadelphia Inquirer
Submission Lead Time	Minimum 5 business days prior to launch

TECHNICAL SPECIFICATIONS

Dimensions	Aspect Ratio: 4:1 1600 x 400 / *covers browser width on displays up to 1600 px wide
Max File Size	Max: 250 KB (The Philadelphia Inquirer will optimize the original artwork files to fit Clipcentric's final ad weight standards)
Video	Not allowed for this format
Animation	Max 15 seconds (no looping beyond 15 seconds)
PMN Frequency Cap Standard	1x every 6 hours
PMN Site Level Delivery Restrictions	None
Third Party Serve	No
Third Party Tracking	Accepted (2 pixels max, only 1 JS)

HIGH IMPACT FORMAT SPECS

CREATIVE GUIDELINES

Format Specific Guidelines	To ensure legibility on mobile devices, it is recommended to create a mobile version with simplified content and larger copy. Suggested min font size for mobile is 36 pt.
Requirements	Ad unit content must have clearly defined borders and not be confused with page content
Total Files to Send	1 Pushdown Creative Total: 1 File
Accepted File Types	Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged) Fonts: TTF, OTF

CLIENT SUPPLIED ASSETS

- Pushdown creative** based on creative guidelines: 1600 x 400 px
- Pushdown creative mobile version** based on creative guidelines: 1600 x 400 px (optional)
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)