

Responsive Carousel

This format features a user initiated rotating image gallery of three images.

[Demo](#)

OVERVIEW

Platform	Desktop, tablet and mobile
Delivery	Homepage
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	
Desktop/Tablet	Dimensions: 1000x250
Mobile	Dimensions: 300x250
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

Content	Three images the user can click through on desktop, tablet and mobile
Format Specific Guidelines	<p>The responsive carousel utilizes arrows on the left and right of the creative to signal the user to interact with the gallery.</p> <p>Please keep all logos, copy, buttons and images within the safe area demonstrated below and in the demo.</p>
Requirements	Ad unit content must have clearly defined borders and not be confused with page content
Total Files to Send	<p>3 Desktop/Tablet Creatives 3 Mobile Creatives Total: 6 Files</p>
Accepted File Types	<p>Creatives: Layered Photoshop, Illustrator or InDesign (InDesign files must be packaged) Fonts: TTF, OTF</p>

CLIENT SUPPLIED ASSETS

- Adhesion to Swell creative** based on creative guidelines: 1000 x 250 px
- Font files** (if premium fonts are used)
- Click-through URL**
- Third Party Tracking** (optional)

HIGH IMPACT FORMAT SPECS

SAFE SPACE (Desktop):

50 px



50 px

SAFE SPACE (Mobile):

40 px



40 px