The Providence Journal

MEDIA KIT

Main: 401-277-7000
Print Advertising: 401-277-8226
Digital Advertising: 401-277-7050

Advertising@ProvidenceJournal.com
EVERY DAY SINCE 1829
THE PROVIDENCE JOURNAL

The Providence Journal is Rhode Island’s leading news organization that publishes high-quality, local content and offers innovative multimedia marketing solutions.


WE DELIVER RHODE ISLAND
OUR AUDIENCE

We are southern New England’s leading news organization, but what makes us truly special is our audience!

Market Reach

Average Household Income  Average Age  Education Level

$84,600  52  65% - Post Graduate Degree
62% - College Graduate
48% - High School Graduate

Source: 2017 Nielsen Scarborough, R2 for The Providence Journal Rhode Island Market
GOING THE DISTANCE
PRINT COVERAGE AND CIRCULATION

The Providence Journal covers the entire state of Rhode Island plus these communities in nearby Massachusetts: North Attleboro, Attleboro, Rehoboth, Seekonk, Somerset, Swansea and Fall River.

CIRCULATION*
SUNDAY: 72,900
DAILY: 56,550

WE REACH YOUR AUDIENCE
REACH IN RHODE ISLAND

We reach 51% of Rhode Island adults!**
OUR REACH IS FLEXIBLE
TARGETING CAPABILITIES

With our targeting capabilities we can zero in on any consumer.

GEOGRAPHIC  DEMOGRAPHIC  BEHAVIORAL  CONTEXTUAL

WE HAVE THE ANSWER
MARKETING SOLUTIONS

The Providence Journal is a modern multimedia marketing and news organization with strong community ties that go back decades.

Our goal is to provide an audience-based marketing solution that surpasses all others in the market, attracting a consumer that truly values quality, making them the ideal target for your business and making The Providence Journal the ideal environment for your message.

PRINT  DIGITAL  SPECIAL PRODUCTS  EVENTS
NOT JUST A NEWSPAPER
AUDIENCE EXTENSION PRODUCTS

We can extend your reach beyond our products to target virtually any consumer.

ON TARGET DISPLAY
DIRECT EMAIL
SOCIAL MEDIA

NOT JUST A NEWSPAPER
DIGITAL MARKETING SOLUTIONS

Take a look at just some of the digital marketing solutions that we offer.

RESPONSIVE WEBSITE DESIGN
MOBILE WEBSITE DESIGN
LOGO CREATION
SEARCH ENGINE OPTIMIZATION
SEARCH ENGINE MARKETING
LIST OPTIMIZATION

REPUTATION MONITORING
CALL TRACKING
INTERACTIVE VIDEO
LIVE CHAT LEADS
RETARGETING
SOCIAL MEDIA OPTIMIZATION

For more detailed information, contact your sales representative.
NEWSPAPER SECTIONS

MAIN
Every day, The Providence Journal brings readers a complete report about what’s happening locally in Rhode Island and the world with a focus on politics, health/medicine, education, justice, commerce and consumer issues.

BUSINESS
Business takes a deep dive into local and national business news and includes foreign exchange, stock prices and local savings yields.

SPORTS
Our daily and Sunday sports sections offer news and scores from Rhode Island high schools, local colleges, and professional sports teams, with a special emphasis on the Red Sox, Patriots and Celtics.

CARS
Rhode Island’s comprehensive print and online automotive source, Cars provides consumers with the largest selection of new and used vehicles as well as the latest auto news and trends and local news about cars.

HOMES & CONSUMER
The latest home and consumer information in Rhode Island, including finance, markets and commerce.

THE RHODE ISLANDER
The Rhode Islander focuses on the arts, culture, nostalgia and all things Rhode Island. It includes features such as an arts calendar and time-lapse looking back at Rhode Island in the past.

FOOD
All things food, including recipes, reviews, tips and tricks, and news of local restaurants and food events.

GO!
Keeping locals in the know, Go! tells readers where to go, what to do and what to see, and profiles the weekend entertainment scene with top-5 lists and reviews.

MOVIES
Includes movie reviews and interviews, as well as a mini-review of every movie playing in the area.

HOMES
Dedicated to the real estate marketplace, Homes provides consumers with the region’s largest selection of real estate listings as well as news of recent home sales and “House of the Week” feature. Publishes inside the Saturday edition.

For more detailed information, contact your sales representative.
AWARD WINNING NEWS
NEWSPAPER SECTIONS

MAIN
Format: Broadsheet
Publishes: Daily

BUSINESS
Format: Broadsheet
Publishes: Daily

SPORTS
Format: Broadsheet
Publishes: Daily

CARS
Format: Broadsheet
Publishes: Saturdays and Sundays

HOMES & CONSUMER
Format: Broadsheet
Publishes: Sundays

THE RHODE ISLANDER
Format: Broadsheet
Publishes: Sundays

FOOD
Format: Broadsheet
Publishes: Wednesdays

GO!
Format: Broadsheet
Publishes: Thursdays

MOVIES
Format: Broadsheet
Publishes: Fridays

Ad space is limited and sold on a first-come, first-served basis. Contact your sales representative for details.
A YEAR OF ADDED CONTENT
2018 SPECIAL SECTIONS

HOMES
Format: Newsprint Tabloid
Publishes: Saturdays

PROJO PUZZLER
Format: Newsprint Tabloid
Publishes: Sundays

GUIDE TO HEALTHY EATING
Format: Glossy Magazine
Publishes: January 21, 2018

TIPS FROM TIME & MONEY
Format: Glossy Magazine
Publishes: February 11, 2018

GUIDE TO INVESTING
Format: Glossy Magazine
Publishes: February 25, 2018

PUZZLE BOOK
Format: Newsprint Tabloid
Publishes: March 11, 2018

RED SOX PREVIEW
Format: Glossy Magazine
Publishes: March 25, 2018

FAMILY ADVENTURES
Format: Newsprint Tabloid
Publishes: April 6, 2018

THE VIETNAM WAR
Format: Glossy Magazine
Publishes: April 8, 2018

TRAVEL GUIDE USA
Format: Glossy Magazine
Publishes: April 22, 2018

EXPANDED SPRING REAL ESTATE
Format: Newsprint Tabloid
Publishes: April 28, 2018

SUMMER GUIDE
Format: Newsprint Tabloid
Publishes: May 20, 2018

Sections and dates are subject to change. Contact your sales representative for details.
A YEAR OF ADDED CONTENT
2018 SPECIAL SECTIONS

2018 READERS’ CHOICE
Format: Glossy Magazine
Publishes: May 27, 2018

LOCAL PHOTO ESSAY
Format: Glossy Magazine
Publishes: June 3, 2018

ALL-STATE SPORTS AWARDS
Format: Newsprint Tabloid
Publishes: June 24, 2018

SUMMER ENTERTAINING
Format: Glossy Magazine
Publishes: June 17, 2018

50 CLASSIC FILMS
Format: Glossy Magazine
Publishes: July 1, 2018

BOOMERS: AGING WELL
Format: Glossy Magazine
Publishes: July 22, 2018

LOCAL PHOTO ESSAY
Format: Glossy Magazine
Publishes: August 12, 2018

THE SPACE RACE
Format: Glossy Magazine
Publishes: August 26, 2018

PATRIOTS PREVIEW
Format: Newsprint Tabloid
Publishes: September, 2018

EXPANDED FALL REAL ESTATE
Format: Newsprint Tabloid
Publishes: September 15, 2018

FALL GUIDE
Format: Glossy Magazine
Publishes: September 16, 2018

LOCAL FOOD SECTION
Format: Glossy Magazine
Publishes: September 30, 2018

Sections and dates are subject to change. Contact your sales representative for details.
A YEAR OF ADDED CONTENT

2018 SPECIAL SECTIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Format</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>PUZZLE BOOK</td>
<td>Newsprint Tabloid</td>
<td>October 14, 2018</td>
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<tr>
<td>LIFE EXPO</td>
<td>Newsprint Tabloid</td>
<td>October 20, 2018</td>
</tr>
<tr>
<td>HOME TOWN COOK’N RECIPES</td>
<td>Glossy Magazine</td>
<td>October 28, 2018</td>
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<tr>
<td>LIFE HACKS 2</td>
<td>Glossy Magazine</td>
<td>November 11, 2018</td>
</tr>
<tr>
<td>SHOP LOCAL GIFT GUIDE</td>
<td>Newsprint Tabloid</td>
<td>November 15, 2018</td>
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<tr>
<td>THROW A PARTY</td>
<td>Glossy Magazine</td>
<td>December 9, 2018</td>
</tr>
<tr>
<td>HOLIDAY SHOPPER</td>
<td>Newsprint Tabloid</td>
<td>December 13, 2018</td>
</tr>
<tr>
<td>LOCAL PHOTO ESSAY</td>
<td>Glossy Magazine</td>
<td>December 30, 2018</td>
</tr>
</tbody>
</table>

Sections and dates are subject to change. Contact your sales representative for details.
ONE OF THE REGION’S MOST VISITED WEBSITES
PROVIDENCEJOURNAL.COM

REACH IN RHODE ISLAND: 20%*

TRAFFIC FIGURES**
- **COMBINED DESKTOP AND MOBILE**
  - Page Views: 6,000,000
  - Unique Users: 1,300,000
- **MOBILE ONLY**
  - Page Views: 2,500,000
  - Unique Users: 670,000
- **MOBILE APP**
  - Page Views: 1,200,000
  - Unique Users: 14,000

TOTAL MARKET COVERAGE
À LA CARTE

Reach even non-subscribers with the most robust advertiser package in Southern New England! À La Carte is a bundle of free-standing inserts and promotions that reaches thousands of homes in the R.I. market. Total Market Coverage also available.

À LA CARTE CIRCULATION: 167,600***
MEET THE COMMUNITY

SIGNATURE EVENTS

Meet Rhode Islanders face-to-face with these one-on-one event opportunities. Sponsorships and/or booth space are available at these events.

ONE DAY UNIVERSITY
April 14 & September, 2018 » Rhode Island College, Providence, RI
A unique learning experience open to anyone desiring to learn from some of the top professors and experts from universities across the country. No tests, no homework – just the joy of learning.

PROVIDENCE JOURNAL READERS’ CHOICE AWARDS
May 3, 2018 » Twin River Casino Event Center, Lincoln, RI
What’s your favorite hot wiener joint, car dealer, or doctor? Providence Journal readers vote their top picks in over 150 categories with the winners honored at this special event!

ALL-STATE HIGH SCHOOL SPORTS AWARDS
June 20, 2018 » Rhode Island Convention Center, Providence, RI
A once-in-a-lifetime experience for Providence Journal All-State High School athletes to be honored and to share the moment with their families, friends and supporters.

CRITIC’S CHOICE FOOD AND DRINK EVENT
September 13, 2018 » Rhodes on the Pawtuxet, Cranston, RI
A feast of some of the best food and drink in Rhode Island from selections made by Providence Journal Food Editor, Gail Ciampa. Taste your way through the Ocean State in just one night!

LIFE: BOOMERS AND SENIORS EXPO
October 20, 2018 » Twin River Casino Event Center, Lincoln, RI
Our Life: Boomers and Senior Expo celebrates the best years of every person’s life. Vendors from many different industries along with music, entertainment, seminars, and more.

For more information about events, contact The Providence Journal Events Development Manager
Ann Marie Rathbun - arathbun@providencejournal.com or 401-277-7153
MEET THE COMMUNITY

SIGNATURE EVENTS

For more information about events, contact The Providence Journal Events Development Manager Ann Marie Rathbun - arathbun@providencejournal.com or 401-277-7153
STAND OUT
SPECIAL PRODUCTS

PRINT GATEFOLD (SPADEA)
Be the first thing that our readers see when they pick up our morning paper. Gatefolds cover the front page and include a full front/back page for additional advertising or details. Available in black and white and color.

MARKETING WRAPS
Our paper is the go-to for local store advertising circulars. Be the one they see first with a marketing wrap. Wraps cover the circulars inside the paper, are two-sided and available in black and white or color.

FRONT PAGE NOTES
Get your business on the front page. Front page notes are placed above the fold and can be redeemed as coupons, issue a call to action, and more. Available 7 days and can be full-run or zoned to the following areas: Northwest, Southwest, East Bay/MA, West Bay or Metro.

PRE-PRINTS
Reach over half-a-million adults with your pre-printed advertising circular inside The Providence Journal. Full-run or zoned distribution available. For specifications, contact your sales representative.

For more detailed information, contact your sales representative.
STAND OUT
SPECIAL PRODUCTS

SPOTLIGHT PAGES
Spotlight pages focuses specific towns and industries all on one full page in the paper, calling action to your business at a fraction of the price.

PRINT AND DELIVER
Newspaper inserts demand readership. Let us print and deliver your advertising message. As an advertiser, you are able to cover the entire market, or target specific zones in the region.

GIVEAWAYS/CONTESTS/QUIZZES
Partner with us to build brand awareness and an email database of potential customers with an active interest in your product or service through giveaways, contests, quizzes and more.

NATIVE CONTENT ADVERTISING
Seamlessly integrate your business' message into our award-winning news environment. Partner your content with digital display advertising for an impactful user experience.

For more detailed information, contact your sales representative.
GOING TO THE PRESSES
ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>PUBLICATION DAY</th>
<th>AD ORDER &amp; NEW AD MATERIALS</th>
<th>CLASSIFIED DEADLINE</th>
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<tbody>
<tr>
<td>MONDAY</td>
<td>THURSDAY - 9:30AM</td>
<td>FRIDAY - 3:00PM</td>
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<tr>
<td>TUESDAY</td>
<td>FRIDAY - 9:30AM</td>
<td>MONDAY - 1:30PM</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>MONDAY - 9:30AM</td>
<td>TUESDAY - 1:30PM</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>TUESDAY - 9:30AM</td>
<td>WEDNESDAY - 1:30PM</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>WEDNESDAY - 9:30AM</td>
<td>THURSDAY - 1:30PM</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>THURSDAY - 9:30AM</td>
<td>FRIDAY - 1:30PM</td>
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<tr>
<td>SATURDAY (REAL ESTATE TAB)</td>
<td>WEDNESDAY - 9:30AM</td>
<td>THURSDAY - 1:30PM</td>
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<tr>
<td>SUNDAY</td>
<td>THURSDAY - 9:30AM</td>
<td>FRIDAY - 1:30PM</td>
</tr>
<tr>
<td>SUNDAY (HOMES &amp; CONSUMER AND THE RHODE ISLANDER)</td>
<td>WEDNESDAY - 9:30AM</td>
<td>FRIDAY - 1:30PM</td>
</tr>
</tbody>
</table>

AWARD WINNING DESIGN
CREATIVE SOLUTIONS

Let us design your ad for you with our creative solutions team. Creative solutions is a full-service creative agency within GateHouse Media. Our award-winning designers specialize in print-ads, rich-media ads, construction of landing pages, email campaigns, mobile ads and other contemporary digital platforms.

In addition to advertising design, Creative Solutions can create marketing materials for just about any type of print or digital campaign. Sales collateral, sales flyers, posters and newsletters can build brand identity to reach your consumers.

For commercial printing needs, we handle everything from design and production to inserting or mailing your piece.

For more detailed information, contact your sales representative.
CREATING YOUR AD

PRINT PRODUCTION SPECIFICATIONS

COLOR ADS
The Providence Journal uses CMYK color space. PMS, RGB or Spot Colors in all files are converted to standard CMYK.

PRODUCTION
Max Density: 280
Dot Gain: 20% midtone dot gain should be considered when toning images. Bright images with contrast are best for newspaper reproduction. Printable ranges are 5% to 85%. Percentages under 5% may not reproduce with expected quality; dot percentages over 85% may become solid.

GRAY BALANCE
To achieve a gray or neutral tone, the ratio of cyan, magenta and black should be within this range:
Highlight: C10 M7 Y7
Midtone: C30 M20 Y20
Shadow: C75 M50 Y50

TYPE
6pt. minimum. 10pt. minimum for reverse type. Reverse type recommended on tones of 30% or more. Fine serif typefaces should be avoided. Reverse type in the shadow area of 4/C separations, minimum 14pt. 4/C line rules, minimum 2pt. Text as part of an image is subject to image reproduction standards.

GRAPHICS
The use of Rich Black, Registration or 4/C black type should be avoided. Gradations not recommended to percentages under 5%

Resolution
Images: 200 dpi minimum
Line Art: 1200 dpi

B&W ADS

DOT GAIN
25% in the 50% dot area using an 85% screen ruling. Please note that ads will gain on a curve, gaining more in the mid-tone than the highlight or shadow.

Resolution
Images: 170 dpi at final size
Line Art: 1200 dpi
Highlight: minimum 5%
Shadow: maximum 90%

TYPE
6pt. minimum. 10pt. minimum for reverse type. 14pt. minimum for toned text (less than 100%). Surprinted type on a background of 30% maximum. Reverse type recommended on tones of 30% or more. Fine serif typefaces should be avoided. B/W line rules, minimum 1pt.

AD FILES

DELIVERY SERVICE
1. EMAIL
Ads@ProvidenceJournal.com Please put publication date and advertiser name in subject line. Please make sure your attachment contains a file extension. Please include contact, information including phone number, in the text portion of the email.

2. FTP
Please call the Providence Journal PrePublishing Department at 401-277-7169 for upload login and password information.

For more detailed information, contact your sales representative.
CREATING YOUR AD

PRINT SPECIFICATIONS - BROADSHEET

BROADSHEET - DISPLAY

- 3, 6 & 9 column-wide ads equal display 2, 4 & 6 column-wide ads
- Centerspread: 22.36"

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
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<tbody>
<tr>
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<tr>
<td>4</td>
<td>7.19&quot;</td>
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<tr>
<td>5</td>
<td>9.03&quot;</td>
</tr>
<tr>
<td>6</td>
<td>10.87&quot;</td>
</tr>
</tbody>
</table>

COMMON AD SIZES

- 1/8 Page
  Design Size: 5.35”x5”

- 1/4 Page
  Design Size: 5.35”x10.25”

- 1/2 Page
  Design Size: 10.87”x10.25”

- Full Page
  Design Size: 10.87”x20.5”

BROADSHEET - CLASSIFIED

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<td>9.59&quot;</td>
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<td>9</td>
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</tr>
</tbody>
</table>

- 3, 6 & 9 column-wide ads equal display 2, 4 & 6 column-wide ads
- Centerspread: 22.36"

For more detailed information, contact your sales representative.
## TABLOID - DISPLAY

<table>
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<th>Inches</th>
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</thead>
<tbody>
<tr>
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## TABLOID - CLASSIFIED

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<td>8</td>
<td>9.59&quot;</td>
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</tbody>
</table>

For more detailed information, contact your sales representative.
CREATING YOUR AD

PRINT SPECIFICATIONS - MAGAZINE

COMMON AD SIZES

Full Page: 7.625”x10.125”
1/4 Page: 3.75”x5”
1/2 Page: 7.625”x5”

For more detailed information and additional sizes, contact your sales representative.
WHERE YOUR AD WILL APPEAR

PROVIDENCEJOURNAL.COM AD POSITIONS

HOME PAGE AND SECTION FRONTS

SLIDING BILLBOARD

SUPER LEADERBOARD OR STATIC BILLBOARD

ARTICLE PAGES

SUPER LEADERBOARD

HOME PAGE AND SECTION FRONTS

ADDITIONAL ADS APPEAR BASED ON CONTENT

ARTICLE PAGES

ADDITIONAL ADS APPEAR BASED ON CONTENT

OTHER PAGES WITH RIGHT RAIL

SUPER LEADERBOARD

VIDEO PAGES

SUPER LEADERBOARD

VIDEO PRE-ROLL

PHOTO GALLERY PAGES

SUPER LEADERBOARD

AD BETWEEN EVERY 5TH PHOTO

For more detailed information, contact your sales representative.
# CREATING YOUR AD

## DIGITAL SPECIFICATIONS

<table>
<thead>
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<th>MEDIUM RECTANGLE</th>
<th>Width</th>
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<th>Max Size</th>
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<td>15 sec. or 5 fps gif frame rate</td>
<td>Available with Restrictions</td>
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</table>


**Device Availability**: Desktop, Tablet, Mobile

**Page Location(s)**: Homepage, Section Fronts, Articles/Galleries (articles only on mobile app)

**Notes**: Recommend ad with short, direct messaging with a clear call to action and company branding. Expandable rectangle (600px width) also available (excluding OnTarget Ad Network)

<table>
<thead>
<tr>
<th>LEADERBOARD</th>
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**Platform Availability**: ProvidenceJournal.com, Mobile App, OnTarget Ad Network

**Device Availability**: Desktop, Tablet, Mobile (converts to mobile leaderboard on mobile)

**Page Location(s)**: Homepage, Section Fronts, Articles/Galleries

**Notes**: Recommend ad with short, direct messaging with a clear call to action and company branding. Conversion to mobile leaderboard automatic unless otherwise requested. Expandable leaderboard(250px height) also available (excluding OnTarget Ad Network)

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<thead>
<tr>
<th>SUPER LEADERBOARD</th>
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<th>Max Size</th>
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**Platform Availability**: ProvidenceJournal.com, Mobile App

**Device Availability**: Desktop, Tablet, Mobile (Converts to mobile leaderboard on mobile)

**Page Location(s)**: Homepage, Section Fronts, Articles/Galleries

**Notes**: Recommend ad with short, direct messaging with a clear call to action and company branding. Conversion to mobile leaderboard automatic unless otherwise requested. Expandable leaderboard(250px height) also available (excluding OnTarget Ad Network)

<table>
<thead>
<tr>
<th>MOBILE LEADERBOARD</th>
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<td>15 sec. or 5 fps gif frame rate</td>
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</table>

**Platform Availability**: ProvidenceJournal.com, Mobile App

**Device Availability**: Mobile

**Page Location(s)**: Homepage, Section Fronts, Articles/Galleries

**Notes**: Also available as 300x50 size. Recommend ad with a clear call to action with company branding.

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For more detailed information, contact your sales representative.
# CREATING YOUR AD

## DIGITAL SPECIFICATIONS

<table>
<thead>
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<th>STATIC BILLBOARD</th>
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<tbody>
<tr>
<td>Platform Availability</td>
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<tr>
<td>Device Availability</td>
<td>Desktop, Tablet, Mobile (Converts to medium rectangle on mobile)</td>
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</tr>
<tr>
<td>Page Location(s)</td>
<td>Homepage, Section Fronts</td>
<td></td>
<td></td>
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<tr>
<td>Notes</td>
<td>Recommend visually appealing ad focusing on a single message with a clear call to action with company branding. Conversion to medium rectangle automatic unless otherwise requested.</td>
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<table>
<thead>
<tr>
<th>SLIDING BILLBOARD</th>
<th>Width</th>
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<th>Max Size</th>
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<th>Animation</th>
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<tbody>
<tr>
<td>Platform Availability</td>
<td>ProvidenceJournal.com</td>
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</tr>
<tr>
<td>Device Availability</td>
<td>Desktop, Tablet, Mobile (Converts to mobile leaderboard on mobile)</td>
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<tr>
<td>Page Location(s)</td>
<td>Homepage, Section Fronts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Ad includes 970x30 open/leave behind companion. If not included in design, an expand and close button will be added. Conversion to mobile leaderboard automatic unless otherwise requested. SBB with wallpaper also available. Use design notes from static billboard.</td>
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<table>
<thead>
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<th>TAKEOVER</th>
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<th>Accepted Formats</th>
<th>Animation</th>
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<tr>
<td>Device Availability</td>
<td>Desktop, Tablet, Mobile (Ads convert. No wallpaper)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Location(s)</td>
<td>Homepage, Section Fronts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Package includes wallpaper 2600x1000, sliding billboard, super leaderboard, and medium rectangle. Follow specifications for each unit. Innermost 1200x1000 of wallpaper will be covered by web content.</td>
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</table>

<table>
<thead>
<tr>
<th>EDGE (IMAGE, SLIDESHOW, VIDEO)</th>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
<th>Animation</th>
<th>Audio/Video</th>
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<tbody>
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<tr>
<td>Device Availability</td>
<td>Desktop, Tablet, Mobile (Ads convert. No wallpaper)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Location(s)</td>
<td>Homepage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>Package includes wallpaper (2400x1000) and edge unit for desktop and mobile. For desktop, unexpanded unit is 1170x30 and expanded unit is 1170x1000. For mobile, unexpanded unit is 320x50 and expanded unit is 320x268. Edge content can be single image, a slideshow, or a video. If not included in design, an expand and close button will be added. Client name or logo must be included. Use design notes from sliding billboard.</td>
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</tr>
</tbody>
</table>

For more detailed information, contact your sales representative.
# CREATING YOUR AD

## DIGITAL SPECIFICATIONS

### INTERSCROLLER

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
<th>Animation</th>
<th>Audio/Video</th>
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</thead>
<tbody>
<tr>
<td>See notes</td>
<td></td>
<td></td>
<td>JPG, PNG, GIF</td>
<td>15 sec. or 5 fps gif frame rate</td>
<td>None</td>
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</tbody>
</table>

**Platform Availability** ProvidenceJournal.com, Mobile App  
**Device Availability** Desktop, Tablet, Mobile  
**Page Location(s)** Articles (runs inline with content field, scrolling smoothly on and off)  
**Notes** Desktop interscroller background size is 850x1500 with a 800x300 viewport. Mobile interscroller background size is 320x750 with a 300x250 viewport. Viewport design should be transparent to achieve effect. Unit will appear once every 12 hours for viewers. Campaign max 4 days.

### MICROBAR

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
<th>Animation</th>
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<tbody>
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<td>JPG, PNG, GIF</td>
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**Platform Availability** ProvidenceJournal.com  
**Device Availability** Desktop  
**Page Location(s)** Homepage, Section Fronts, Articles  
**Notes** Min. 1 pixel border if ad does not have clearly defined edges. No direct response text is permitted. Advertiser name or logo only recommended for this unit.

### APP SPLASH

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
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<th>Animation</th>
<th>Audio/Video</th>
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<tbody>
<tr>
<td>See notes</td>
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<td></td>
<td>JPG, PNG, GIF</td>
<td>Static Only</td>
<td>None</td>
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</table>

**Platform Availability** Mobile App  
**Device Availability** Tablet, Mobile  
**Page Location(s)** App Open  
**Notes** Tablet app splash size is 520x540. Mobile app splash size is 320x380. Client name or logo must be featured. Appears once every 30 minutes on App Open.

### NATIVE CONTENT

**Platform Availability** ProvidenceJournal.com  
**Types** Written, Adapted, Provided  
**Companion Ad(s)** 970x90, 300x250, 320x50  
**Notes** Native content is integrated among our award-winning news environment. Companion ads follow specifications as outlined in this document. Recommend articles where the topic relates to your product or service and that highlight you as the subject matter expert. Native content articles should not be “business profiles” and must be of value to the consumer. All native advertising subject to approval.

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For more detailed information, contact your sales representative.
# CREATING YOUR AD
## DIGITAL SPECIFICATIONS

### VIDEO PRE-ROLL
<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
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<th>Accepted Formats</th>
<th>Animation</th>
<th>Audio/Video</th>
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<tr>
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<td>480px</td>
<td>100MB</td>
<td>MP4, MOV, WMV</td>
<td>Video Only</td>
<td>Audio User Initiated</td>
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</table>

**Platform Availability**
ProvidenceJournal.com, OnTarget Ad Network

**Device Availability**
Desktop, Tablet, Mobile

**Page Location(s)**
Video Pre-Roll

**Notes**
400x300 minimum size. 30 seconds maximum. MPEG2, WMV, H.264/ AAC recommended video codecs. MP3 or AAC recommended audio. Ad unit also available on the OnTarget ad network.

### SKYSCRAPER
<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
<th>Animation</th>
<th>Audio/Video</th>
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</thead>
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<td>15 sec. or 5 fps gif frame rate</td>
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</table>

**Platform Availability**
OnTarget Ad Network

**Device Availability**
Desktop, Tablet

**Page Location(s)**
N/A

**Notes**
Skyscraper ads are not standalone ads. They must be ordered as part of a package (with a 300x250 or 728x90). Recommend ad with short, direct messaging with a clear call to action and company branding.

### HALF PAGE
<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
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</tbody>
</table>

**Platform Availability**
OnTarget Ad Network

**Device Availability**
Desktop, Tablet

**Page Location(s)**
N/A

**Notes**
Half page ads are not standalone ads. They must be ordered as part of a package (with a 300x250 or 728x90). Recommend ad with short, direct messaging with a clear call to action and company branding.

### HTML EMAIL
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<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Max Size</th>
<th>Accepted Formats</th>
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<td>100KB</td>
<td>JPG, PNG, GIF, HTML5, Tags</td>
<td>15 sec. or 5 fps gif frame rate</td>
<td>Available with Restrictions</td>
</tr>
</tbody>
</table>

**Targeting**
Customer provides database.

**Device Availability**
Desktop, Tablet, Mobile

**Email Clients**
Any

**Notes**
Static images are able to be used in email body with external link.