

Technical Specifications 2011

Full Page Portrait Standard Specifications	Full Page Ad to transition between articles as user moves from one article to the next Dimensions 768 x 955 px File Format JPG/GIF/PNG File Size 100 K
Full Page Landscape Standard Specifications	Full Page Ad to transition between articles as user moves from one article to the next Dimensions 1024x699 px File Format JPG/GIF/PNG File Size 100 K
In-Content Box Standard Specifications	Half column ad displayed while user is viewing Breaking News Dimensions 300 x 250 px File Format JPG/GIF/PNG File Size 40K
In-Content Half Page Standard Specifications	Full column ad displayed while user is viewing Breaking News Dimensions 300 x 600 px File Format JPG/GIF/PNG File Size 40 K
News Article Overlay Standard Specifications	Ad at the bottom of the screen that appears while users view news articles Dimensions 728 x 90 px File Format JPG/GIF/PNG File Size 40 K

Creative Submission Guidelines

Please send all ad materials to Reed Hallstrom (reed.hallstrom@thr.com) and Heather Byrd (heather.byrd@thr.com)
When submitting ad materials, please include creative files as well as a clickthrough URL.
For Standard Creatives, please submit materials at least 5 business days from the start of your campaign.
For all Rich Media Executions, please submit materials at least 4 weeks from the start of your campaign.
Custom Creative Development is available within the iPad Application, subject to additional serving and development costs.

Advertising Creative Policy

The Hollywood Reporter has final approval for all ads with respect to editorial/creative content, and reserves the right to remove an advertisement from its website or newsletters at any time for any reason. The Hollywood Reporter uses DFP for Mobile to serve online banners. Medialets is our official Rich Media Partner.