

Newsletter Ad Specifications

Ad Product	Dimenons	File Size	Format
Banner	468x60	20 KB	JPG/PNG
Medium Rectangle	300x250		

	Availability	Available Ad Units	Description
THR Headlines	Monday-Friday	468x60, 300x250	Recaps the day's Top Entertainment Headlines
THR Daily Edition PDF	Monday-Friday	468x60	Accompanies the Daily PDF
THR Daily Ratings	Monday-Friday	468x60, 300x250	Recaps the latest TV Ratings & TV News
THR Breaking News	5-20x/week as news breaks	468x60	Up to the minute news, every minute... as it breaks
THR Box Office News	Friday-Sunday	468x60	Box Office Recap
THR International News	Sunday-Thursday	468x60, 300x250	Recaps Top World Entertainment News
THR Film Festival News	Monday-Friday	468x60, 300x250	Daily recaps on location at film festivals, during film festivals
THR Awards Watch	Monday-Friday	468x60, 300x250	Franchise editorial that is covered annually, not festival news
THR Special Reports	On Demand	468x60, 300x250	Special Report Coverage

Advertising Creative Approval 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 DoubleClick for Publishers (DFP) to serve all its online ad banners.

Submission Guidelines

All Newsletter creative assets should be provided within spec and received by the Ad Operations Team no later than (2) business days prior to the start of the campaign to ensure a smooth launch process. Standard creative assets must be accompanied by an Active Clickthrough URL in txt or xls format.

Standard creative assets that are provided not within above specifications will get rejected by the Ad Operations Team. Please note that this **may** affect the launch of your digital campaign.

Submitting Creatives

Please submit all creatives, with your PGMedia IO* in the subject line to:

* If you do not have a PGMedia IO, please contact your appropriate Account Representative.

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