

INDYSTAR.COM

Multimedia Specifications

Ad Unit Description and Functions/Execution

HOMEPAGE

- Premium Position Options — Top of page
 - Launch Pad — 960x30 expands to 960x260
- Tab/Module Sponsor Positions — 88x31 (static)
- Flex Ad — 300x250 will flex to 300x600
- Big Box — 300x250 will not flex
- Leaderboard — 728x90 Bottom of page

INDYSTAR SECTION FRONT

- Premium Position Options — Top of page
 - Leaderboard — 728x90
 - Launch Pad — 960x30 expands to 960x260
- Tab Sponsor Position — 88x31 (static)
- Flex Ad Pos. 1 — 300x250 will flex to 300x600
- Flex Ad Pos. 2 — 300x250 will flex to 300x600 or 160x600
- Leaderboard — 728x90 Bottom of page

Static ad specs overview

- Less than or equal to 25k in file size @ 72 dpi.

Animated ad (Animated.gif) specs overview

- Less than or equal to 25k in file size @ 72 dpi.
- Less than or equal to four animation loops.
- Last frame must show a call-to-action of the placement.

Flash ad

- Up to 35k initial load in file size regardless of screen size.
- Up to three additional panels @ 10k each are allowed.
- Limit to four loops.

INDYSTAR ARTICLE

- Leaderboard — 728x90
- Flex Ad Pos. 1 — 300x250 will flex to 300x600
- Share Tool Sponsor Position — 88x31 (static)
- Flex Ad Pos. 2 — 300x250 will flex to 300x600 or 160x600
- Leaderboard — 728x90 Bottom of page

Other multimedia

- IndyStar supports in-banner video, pre-roll video, video overlays, interstitials, re-skins and other unique advertising placements.

IndyStar Homepage



IndyStar Section Front



IndyStar Article

