

The Washington Post

DIGITAL AD SPECS

Standard Display

Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
970x250	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 250/500KB Static: 250KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, In-app
728x90	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 150/300KB Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet
300x600	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 200/400KB Static: 200KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
300x250	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 150/300KB Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app

ALL CREATIVES NEED 1 PIXEL BORDER

Standard Display (Continued)

Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
620x250	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 250/500KB Static: 250KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet, In-app
320x50	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 50/100KB Static: 50KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Mobile
160x600	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 150/300KB Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet

Homepage

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Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Leaderboard	970x250 (Desktop only) and 728x90 (Tablet)	HTML, PNG, JPG, or GIF	970x250: HTML (Initial/Subload): 250/500KB; Static: 250KB 728x90: HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	Desktop, Tablet
Desktop First Impression	970x250 (Desktop only) and 728x90 (Tablet) 300x600, 300x250	HTML, PNG, JPG, or GIF	970x250: HTML (Initial/Subload): 250/500KB; Static: 250KB 728x90: HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	Desktop, Tablet
Mobile Web Homepage	320x50 and 300x250	HTML, PNG, JPG, or GIF	320x50: HTML (Initial/Subload): 50/100KB; Static: 50KB 300x250: HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	Mobile
Mobile Web First Impression (POE)	360x60, 360x120	HTML, PNG, JPG, or GIF	320x50: HTML (Initial/Subload): 50/100KB; Static: 50KB 300x250: HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	Mobile
Mobile App Homepage	300x250, 300x600	HTML, PNG, JPG, or GIF	HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	Mobile
App First Impression	300x250, 300x600	HTML, PNG, JPG, or GIF	HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	15 business days	Yes	Yes	In-app

Mobile/Desktop First Impressions

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Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Desktop POE	970x250	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 250/500KB; Static: 250KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop
Desktop POE	728x90	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet
Desktop POE	300x600	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 200/400KB; Static: 200KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet
Desktop POE	300x250	HTML, PNG, JPG or GIF	HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	Desktop, Tablet
Mobile Web POE	360x60/360x120 [Expandable unit] or 320x50	HTML, PNG, JPG, or GIF	Expandable unit (Static only): 100KB 320x50: HTML (Initial/Subload): 50/100KB; Static: 50KB	30 sec max length; 3x looping max animation.*	10 business days	No	Yes	Mobile
Mobile App POE	300x600 and 300x250	HTML, PNG, JPG, or GIF	300x600: HTML (Initial/Subload): 200/400KB; Static: 200KB 300x250: HTML (Initial/Subload): 150/300KB; Static: 150KB	30 sec max length; 3x looping max animation.	5 business days	Yes	Yes	In-app

ALL CREATIVES NEED 1 PIXEL BORDER

Apple News

Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Large Banner	1242x699 1536x864	PNG, JPG or GIF	500KB	30 sec max length; 3x looping max animation.	5 business days	No	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet, Mobile
Standard Display	300x600 300x250	PNG, JPG or GIF	500KB	30 sec max length; 3x looping max animation.	5 business days	No	Yes - 1x1 Pixel, no Javascript	Mobile
Standard Display	970x250 728x90	PNG, JPG or GIF	500KB	30 sec max length; 3x looping max animation.	5 business days	No	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet

Email Newsletters

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Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Dedicated/Special Offer Email	600x600	PNG, JPG or GIF	500 KB	No	5 business days	No	1 image tracking impression pixel and 1 click tracker accepted	Desktop, Tablet, Mobile
Standard Display	970x550	PNG, JPG or GIF	250 KB	30 sec max length; 3x looping max animation. GIF animation is not supported in some versions of Outlook	5 business days	No	1 image tracking impression pixel and 1 click tracker accepted* (no Javascript accepted)	Desktop, Tablet, Mobile
Standard Display	970x250	PNG, JPG or GIF	250 KB	30 sec max length; 3x looping max animation. GIF animation is not supported in some versions of Outlook	5 business days	No	1 image tracking impression pixel and 1 click tracker accepted* (no Javascript accepted)	Desktop, Tablet, Mobile
Standard Display	300x250	PNG, JPG or GIF	250 KB	30 sec max length; 3x looping max animation. GIF animation is not supported in some versions of Outlook	5 business days	No	1 image tracking impression pixel and 1 click tracker accepted* (no Javascript accepted)	Desktop, Tablet, Mobile
Native (BrandBrief)	1200x675 (16:9) Spec Sheet	PNG or JPG	250 KB	No	5 business days	No	1 image tracking impression pixel and 1 click tracker accepted (no Javascript accepted)	Desktop, Tablet, Mobile

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*Supported LiveIntent 3rd party tags: <https://support.liveintent.com/hc/en-us/articles/205839733-Supported-Third-Party-Tags>

Audio/Podcasts

Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Podcast Scenario A: Client sends finished recording with correct specs	128 kbps (quality setting) Recording must start with “This podcast is supported by [Advertiser Name].” This is included in the time constraints	mp3, .wma, .aac, .ogg, .wav Stereo only accepted. No mono recordings	Trimmed edge to edge (no blank space)	-16 LUFS (volume level) :30 max for preroll, :60 max doe mid and post roll.	3 business days lead time for trafficking	Yes	Yes	Desktop, Tablet, Mobile
Podcast Scenario B: Client sends script	128 kbps (quality setting) Recording must start with “This podcast is supported by [Advertiser Name].” This is included in the time constraints	mp3, .wma, .aac, .ogg, .wav Stereo only accepted. No mono recordings	Trimmed edge to edge (no blank space)	-16 LUFS (volume level) :30 max for preroll, :60 max doe mid and post roll.	10 business days lead time for revisions and trafficking	Yes	Yes	Desktop, Tablet, Mobile

Video (On-site)

Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Pre-Roll	Horizontal: 640x480 [4:3] or 640x360 [16:9] Vertical: 640x480 [4:3] or 640x360 [16:9]	MOV, MP4	3 MB	30 sec max length, no looping	5 business days	Yes	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet, Mobile
Pre-Roll - VAST3, VAST4	640x480 preferred; 400x300 minimum	Javascript/HTML	3 MB	30 sec max length, no looping	5 business days	Yes	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet, Mobile
Teads	640x360 [16:9 ONLY] or 1920x1080	MOV, FLV, MP4, AVI	1MB	30 seconds max length, User Initiated Audio	5 business days	Yes	Yes	Desktop, Tablet, Mobile
Video In Unit	Must meet Standard Unit Specs	N/A	HTML5: 200 KB;	30 seconds max length, Muted autoplay	5 business days	Yes	Yes	Desktop, Tablet, Mobile

Video (Off-site)

Product	Creative Dimensions	File Type	File Size	Animation and Duration	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
WP+ Pre-roll	640x360 [16:9]	MP4	3MB	30 sec max length, no looping	5 business days	Yes	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet, Mobile
CTV/OTT - VAST 2	1920x1080 [16:9]	MP4, No VPAID ads	10 MB	30 sec max length, no looping	5 business days	Yes	Yes - 1x1 Pixel, no Javascript	TV, Desktop, Tablet, Mobile
YouTube	480x360 [4:3] or 640x360 [16:9]	No VPAID ads	3 MB	30 sec max length, no looping	5 business days	Yes	Yes - 1x1 Pixel, no Javascript	Desktop, Tablet, Mobile

Spotlight (Narrative)

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Product	Ad Size	File Type	Ad Spec sheet	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Storyteller	Custom	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Storyteller XL	Custom (Width: Responsive, Height: 600px)	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Interscroller XL	Custom (Width: Responsive, Height: 600px)	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Mobile

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Spotlight (Interactive)

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Product	Ad size	File Type	Ad Spec sheet	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Gallery	Custom	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Gallery XL	Custom (Width: Responsive, Height: 600px)	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Explorer XL	Custom (Width: Responsive, Height: 600px)	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Audio XL	Custom (Width: Responsive, Height: 600px)	Mp3; :30 max JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app

Spotlight (Video)

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Product	Ad size	File Type	Ad Spec sheet	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Video	Custom	MP4	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Video XL	Custom (Width: Responsive, Height: 600px)	MP4	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Vertical Video XL	Custom (Width: Responsive, Height: 600px)	MP4	Spec sheet	5 business days	Yes	Yes	Mobile, In-app
Video Canvas	Custom	MP4	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Video Canvas XL	Custom (Width: Responsive, Height: 600px)	MP4	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app

Spotlight (Native: WPCG exclusive)

Product	Ad Size	File Type	Ad Spec sheet	Lead Time	3 rd party serving tags	3 rd party tracking	Platform
Content Promo	Custom	JPG or PNG	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app
Pull Quote	Custom	-	Spec sheet	5 business days	Yes	Yes	Desktop, Tablet, Mobile, In-app

Product	Creative Dimensions	File Type	Copy specs	Lead Time	Platform
Facebook	Facebook feed image: 1080 x 1350 pixels Facebook Carousel: 1080 x 1080 Facebook video: 1:1, 4:5 Profile photo: 170 x 170 px	PNG, JPG, MP4	Up to 63,206 characters (ads: 125 primary text, 27 headline, 27 link description)	5 business days	Desktop, Tablet, Mobile
Instagram	Instagram stories: 1080 x 1920 (9:16) Instagram feed: 1080 x 1350 Instagram Reels: 1080 x 1920 pixels (9:16) Instagram Reels video: 9:16 Profile photo: 320 x 320	PNG, JPG, MP4	Up to 2,200 characters (125 recommended before 'See more')	5 business days	Desktop, Tablet, Mobile
Linkedin	Image in link preview: 1200 x 627 pixels Single or multiple image: 1080 x 1080, 1920 x 1080 Video: 1:1, 16:9 or 9:16 Profile photo: 400 x 400 px	PNG, JPG, MP4	Up to 3,000 characters (ads: 150 intro text, 70 headline, 100 description)	5 business days	Desktop, Tablet, Mobile
YouTube	Main video: 1920x1080 16:9 Youtube shorts: 1080x1920 9:16	MP4	SRT for captions	5 business days	Desktop, Tablet, Mobile
TikTok	1080x1920 (9:16); also supports 1:1 and 16:9 Profile photo: 200 x 200 px	MP4	Up to 2,200 characters	5 business days	Desktop, Tablet, Mobile

* Character limits reflect platform max. Numbers in parentheses indicate ad-specific field limits.

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