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A MEDIA + MARKETING COMPANY

The Dallas Morning News

Media Kit

We've been here since 1842.

Media has changed dramatically since then, but our mission to serve both our readers and advertising partners remains the same. We still aspire to **strengthen the community** through quality journalism and **help local businesses grow** through innovative marketing solutions.

We provide news and information that helps North Texans live better lives and become better citizens — including advertising content that serves as a **valuable resource** when they are making purchasing decisions.

That's why our subscribers are willing to pay a premium price for access to our content and why being **aligned with our brand** is a powerful way to **share your own story**.

Our audience continues to grow, comprising the **most educated, influential and affluent people in North Texas**. Let's talk about how we can help you reach them.

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We have been delivering credible, trustworthy local news coverage for nearly two centuries. As the No. 1 news source in North Texas, we reach 1.6 million people every week through our print and digital products.

Source: Scarborough 2021, D-FW Release 2

PRINT READERSHIP

543,670

AVERAGE DAILY PRINT READERS (INCLUDING E-PAPER)

609,088

AVERAGE SUNDAY PRINT READERS (INCLUDING E-PAPER)

39% MORE READERSHIP THAN TV

OUR SUNDAY READERSHIP IS **39%** GREATER THAN THE AVERAGE CUMULATIVE VIEWERSHIP OF THE TOP LOCAL TV STATION'S 10 P.M. LOCAL NEWS (NBC 5).

Source: Scarborough 2021, D-FW Release 2

PRINT AUDIENCE: DAILY

50
AVERAGE AGE

35%
25-49 YEARS OLD

54% | 46%
FEMALE/MALE

$216K+
AVERAGE NET WORTH
(40% HAVE HHI OF $100K+)

33%
MORE LIKELY TO EARN
$250K+ ANNUALLY

81%
COLLEGE GRADUATES OR
SOME COLLEGE

51%
EMPLOYED FULL OR
PART TIME

78%
HOMEOWNERS

57
AVERAGE AGE

31%
25-49 YEARS OLD

54% | 46%
FEMALE/MALE

$360K+
AVERAGE NET WORTH
(39% HAVE HHI OF $100K+)

46%
MORE LIKELY TO EARN
$250K+ ANNUALLY

71%
COLLEGE GRADUATES OR
SOME COLLEGE

52%
EMPLOYED FULL OR
PART TIME

75%
HOMEOWNERS

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27.3M+
TOTAL PAGE VIEWS (AVERAGE FOUR-WEEK PERIOD)

13.6M+
TOTAL USERS (AVERAGE FOUR-WEEK PERIOD)

2:28
AVERAGE TIME SPENT ON SITE PER VISIT

1.6M+
SOCIAL MEDIA FOLLOWERS (FACEBOOK, TWITTER, INSTAGRAM)

Source: Google Analytics

38
AVERAGE AGE

59%
25-49 YEARS OLD

48% | 52%
FEMALE/MALE

$214K
AVERAGE NET WORTH
(39% HAVE HHI OF $100K+)

34%
MORE LIKELY TO EARN
$250K+ ANNUALLY

79%
COLLEGE GRADUATES OR SOME
COLLEGE

58%
HOMEOWNERS

45%
MANAGEMENT, BUSINESS,
FINANCE OR PROFESSIONAL
OCCUPATION

Source: Scarborough 2021, D-FW Release 2
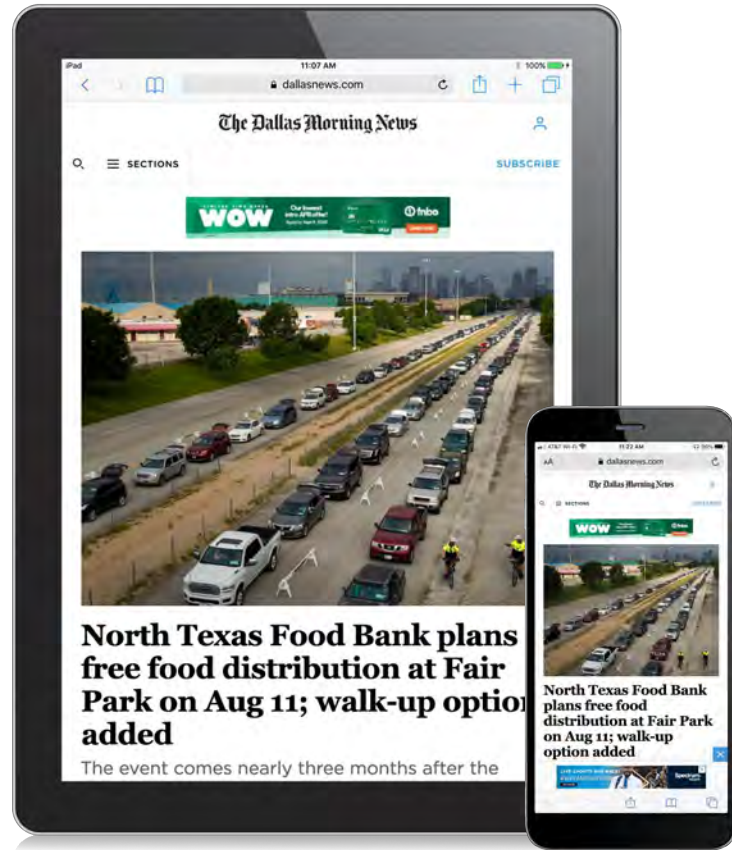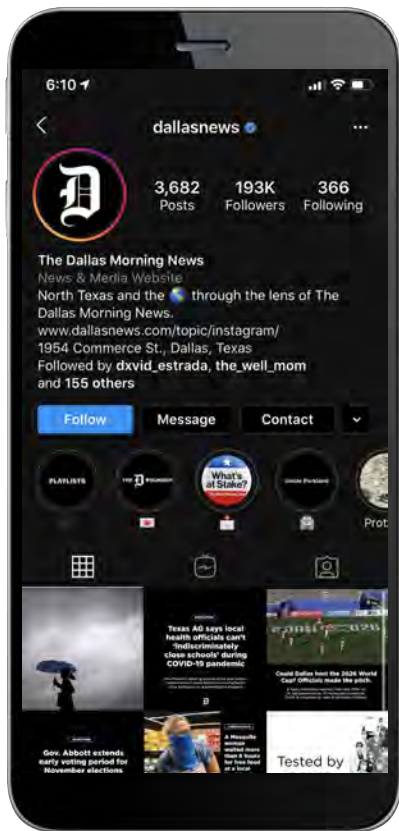
723K+
TWITTER

579K+
FACEBOOK

270K+
INSTAGRAM

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We have the largest newsroom in Texas. Our team of editors, reporters and commentators uncover stories that otherwise go untold.

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EDITORIAL COVERAGE

Crime

Education

Local, state, national and world news

Local, state, national and world politics

Weather

AUDIENCE HIGHLIGHTS

74%
ALWAYS OR SOMETIMES VOTE IN LOCAL ELECTIONS

21% MORE LIKELY THAN LOCAL MARKET

57%
HAVE CONTRIBUTED TO RELIGIOUS OR POLITICAL ORGANIZATIONS IN THE PAST 12 MONTHS

43% MORE LIKELY THAN LOCAL MARKET

28%
HAVE USED A TAX PREPARATION SERVICE IN THE PAST 12 MONTHS

Metro is a standalone section on Sunday and Monday. Metro is combined with the Business section Tuesday - Saturday.

EDITORIAL COVERAGE

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

Special feature:
Real estate centerpiece with column by Steve Brown

AUDIENCE HIGHLIGHTS

66%
LIVE IN A HOUSEHOLD THAT HAS MONEY MARKET ACCOUNT OR USES ONLINE BANKING

40%
HAVE USED AN ACCOUNTANT, FINANCIAL PLANNER OR STOCK BROKER DURING THE PAST 12 MONTHS

UP TO 55% MORE LIKELY THAN OVERALL MARKET

19%
HAVE CONTRIBUTED MONEY TO EDUCATIONAL OR ACADEMIC ORGANIZATIONS DURING THE PAST 12 MONTHS

43% MORE LIKELY THAN OVERALL MARKET

The Business section is combined with the Metro section Tuesday - Saturday. It's a standalone section on Sunday and does not print on Monday.

Source: Scarborough 2021, D-FW Release 2

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EDITORIAL COVERAGE

Local major league sports

Local college sports

Local high school sports

Local sports commentary

AUDIENCE HIGHLIGHTS

42%

HAVE SHOPPED AT A SPORTING GOODS STORE IN-PERSON OR ONLINE DURING THE PAST THREE MONTHS

13%

PLAN TO TAKE A GAMBLING OR CASINO VACATION DURING THE NEXT 12 MONTHS

AUDIENCE HIGHLIGHTS

55%

ARE VERY INTERESTED IN THE NFL, MLB OR NBA

UP TO 56% MORE LIKELY THAN OVERALL MARKET

25%

HAVE ATTENDED A COWBOYS, RANGERS, MAVERICKS OR STARS GAME DURING THE PAST 12 MONTHS

27% MORE LIKELY THAN OVERALL MARKET

27%

HAVE ATTENDED A HIGH SCHOOL FOOTBALL GAME OR SPORTING EVENT DURING THE PAST 12 MONTHS

UP TO 19% MORE LIKELY THAN OVERALL MARKET

Source: Scarborough 2021, D-FW Release 2

13

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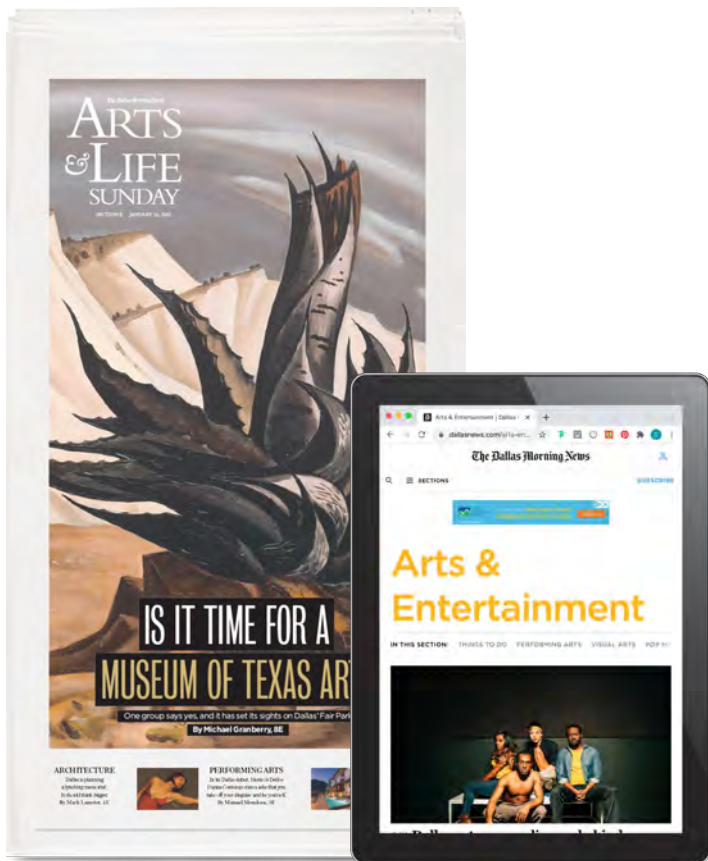
EDITORIAL COVERAGE

Sunday

The Sunday edition of Arts & Life is the flagship print section combining arts, books, travel and personality profiles with additional content on the DallasNews.com hub and email newsletter, including culinary tips, recipes and cocktails, author interviews, and ideas for holiday and everyday entertaining.

AUDIENCE HIGHLIGHTS

27%

VISITED ART MUSEUM OR ATTENDED LIVE THEATER, SYMPHONY, DANCE, OR OPERA IN PAST 12 MONTHS

UP TO 72% MORE LIKELY THAN LOCAL MARKET

13%

ATTENDED ANY PAID TICKET MUSIC CONCERT DURING PAST 12 MONTHS

55% MORE LIKELY THAN LOCAL MARKET

30%

MORE LIKELY TO HAVE SPENT $5,000 ON HOME IMPROVEMENTS DURING PAST 12 MONTHS

13%

MADE A CONTRIBUTION TO AN ARTS OR CULTURAL ORG DURING PAST 12 MONTHS

56% MORE LIKELY THAN LOCAL MARKET

Arts is a standalone section on Sunday.

Source: Scarborough 2021, D-FW Release 2

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Guide is a standalone section.

EDITORIAL COVERAGE

BEST BETS
Top picks to see and do

DINING
Restaurant reviews

THINGS TO DO
Editors' picks, family fun, festivals, museums and exhibits

MOVIES
Movie reviews

PERFORMING ARTS
Dance, music and theater

AUDIENCE HIGHLIGHTS

12%
HAVE DINED AT AN UPSCALE RESTAURANT DURING THE PAST 30 DAYS

28% MORE LIKELY THAN LOCAL MARKET

22%
HAVE VISITED ANY TYPE OF THEME PARK IN LAST 12 MONTHS

50%
PLAN TO TAKE A FAMILY VACATION DURING THE NEXT 12 MONTHS

Source: Scarborough 2021, D-FW Release 2

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During the past 12 months, *The Dallas Morning News* print and digital readers spent more than $1.6 billion on online purchases.

Source: Scarborough 2021, D-FW Release 2

Our Audience, Your Customers

Both the media landscape and the way customers consume information have evolved. **Our capabilities have, too.** We've expanded our portfolio beyond traditional advertising with a suite of highly targeted digital products. Plus, our in-house strategy team and product experts use a data-driven approach to recommend the right media mix and targeting strategies to reach your audiences **wherever they are.**

Print

✓ Advertising

✓ Direct marketing

✓ Special sections and custom publications

Digital

✓ Display advertising

✓ Social media advertising

✓ Native advertising

✓ Email marketing

✓ In-article and pre-roll video

In addition to The Dallas Morning News print and digital solutions, we offer a full suite of marketing, media and creative capabilities through our marketing consultancy, Medium Giant.

Overview

The Dallas Morning News' mission is to educate North Texans about important local issues while also giving businesses the opportunity to be strategically aligned with high-quality journalism.

Print advertising is a traditional marketing and branding tool that is placed in a newspaper or other printed media to reach potential customers.

Reach

The Dallas Morning News reaches 1.6 million readers every week — one out of four D-FW adults.

Overview

Direct marketing is a suite of printed solutions that can be delivered as a standalone piece or inside The Dallas Morning News with personalized campaign messaging.

All items can be printed in the form of mail, inserts, door hangers, polybags and more.

Industry Trends

39% of consumers try a business for the first time because of direct mail.

90% of millennials think direct mail advertising is reliable.

Direct mail response rates are **five to nine times higher** than any other advertising channel.

Source: Experian 2020; Data Targeting Solutions 2019

Overview

Special sections and custom publications are designed to increase brand reach to niche audiences. Both are developed with content experts to reach your ideal target audiences.

February
Guide to Charter Schools
Little Elm

March
Senior Living
Rangers Preview

April
Parents' Guide to Summer

May
Texas Golf
ARTing Around D-FW

June
Eat Drink D-FW Magazine
Senior Living

July
The Power of a Higher Education

August
Fall Festivals & Adventures

September
North Texas Giving Guide
Cowboys + NFL Preview Section
Senior Living

October
Guide to Private Schools

November
Holiday Gift Guide
Top 100 Places to Work

December
Photos of the Year Magazine
Senior Living

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Overview

Programmatic can put a display ad in front of the right person by targeting placement, interest, context or topics in real time, making ads more relevant to audiences.

Industry Trends

Display has eclipsed search ad buying with an increase in mobile usage.

Retargeting ads are **76%** more likely to get clicks than regular display ads.

Retargeting with display increases likelihood to purchase by **70%.**

Source: CMO by Adobe, Connectio

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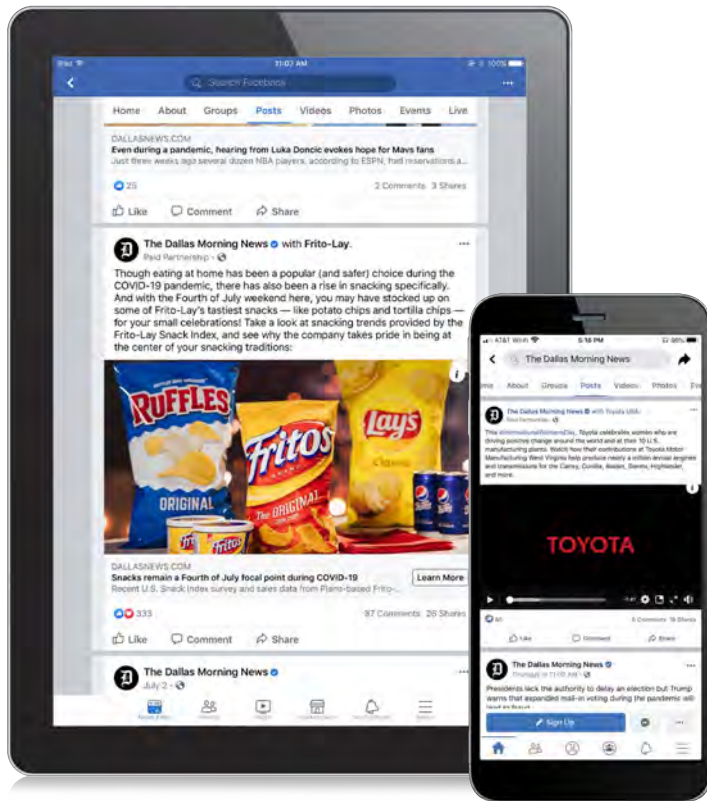
✓ Overview

Placing high-quality content on The Dallas Morning News' social media channels fosters consumer trust and loyalty while offering relatable content.

Sponsored social posts reach target audiences, catching consumers' attention as they scroll through their social media feeds.

✓ Industry Trends

27% of internet users say they find new products and brands through paid social ads.

Consumers spend an average of **2.5 hours** every day on social networks and messaging.

Source: Hootsuite

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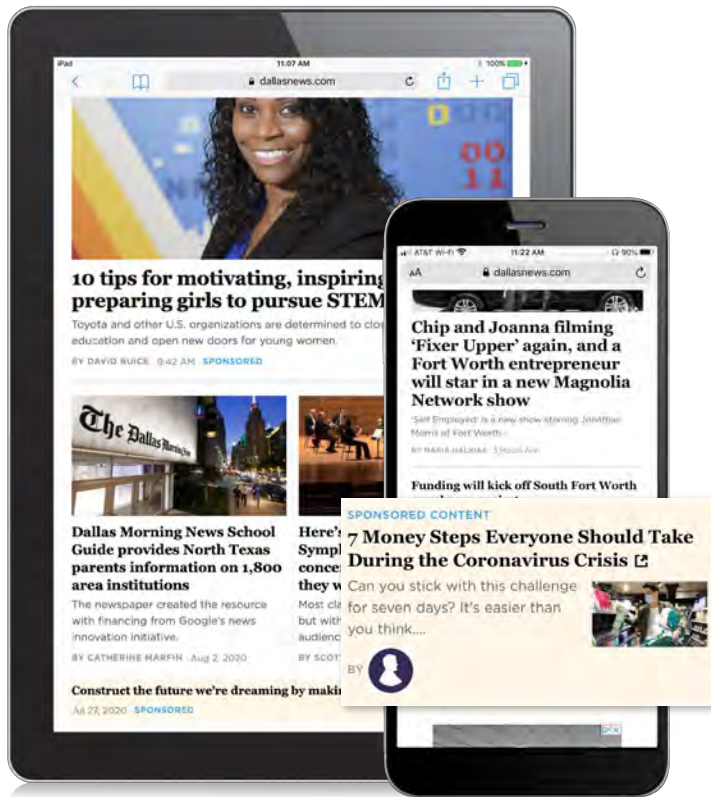
Overview

Native content appears alongside editorial content but is tagged as "sponsored" and written in your brand voice.

This product can be targeted nationwide on premier publishers' websites or segmented to specific geographic locations such as DallasNews.com.

Industry Trends

Consumers looked at native ads **53%** more frequently than display ads.

70% of users would prefer to learn about a product via native ads than traditional marketing.

Overview

Email marketing is a cost-effective way to build and sustain relationships with your customers while delivering relevant content directly to their inboxes.

Our in-house experts curate target lists, develop content and provide a recommended marketing cadence to yield conversions and interactions via drip campaigns, newsletters and promotional offers.

Industry Trends

Email marketing has an average ROI of **3,800%**.

For every dollar invested, the average return is **$38.**

Source: CMO by Adobe, Connectio
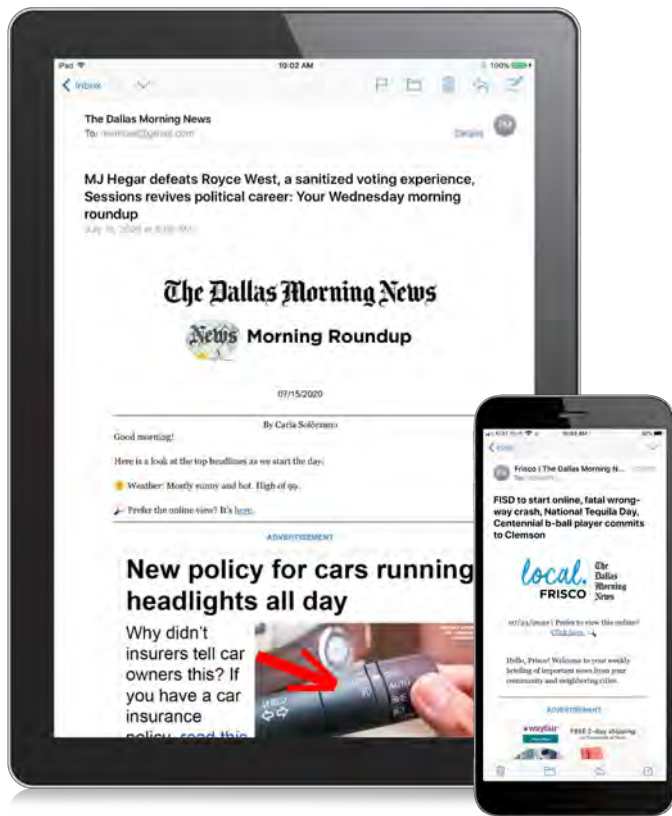
Overview

The Dallas Morning News email newsletters are an effective way to reach your target audiences — in their inboxes.

Your marketing message is aligned with important, relevant content that our newsletter subscribers signed up to receive — from breaking news to sports, food, arts & entertainment, neighborhood coverage, business, and coronavirus.

Industry Trends

36 available newsletters with **956K** total combined audience

Average open rate is **35%** (compared to an industry standard of 20%).

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Overview

Reach a younger audience and maximize engagement with this compelling twist to traditional storytelling.

There is no one-size-fits-all approach to video. Placements can be pre-, mid- or post-roll in addition to in-banner, in-feed and interstitial.

Industry Trends

82% of all consumer internet traffic is video-based.

Adding video ads to an integrated marketing strategy has been shown to increase conversions by **35%**.

Source: MarTechSeries.com, 2018

Testimonials and Awards

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"I rely on The Dallas Morning News to help me be an informed citizen and a responsible business leader."

I check "The Roundup" first thing in the morning, read the paper at my desk and check social media at night. The News is my one-stop shop for all Dallas, national, business and sports news, and I am a stronger leader because of their insight and timely information.

Cynt Marshall

CEO
Dallas Mavericks

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"The Dallas Morning News is essential for anyone who lives in, works in and cares about this community."

I need to quickly know what Dallas is talking about, thinking about and hoping for, and The News brings me word of the people, organizations, happenings and needs of the community — and communities around the world. Our household maintains subscriptions to both electronic and print versions.

Jennifer Sampson

McDermott-Templeton President and CEO
United Way of Metropolitan Dallas

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"My daily habit of reading the The Dallas Morning News acts like compound interest."

All the new information I learn builds on all the previous information I've learned — helping me connect the dots and understand who the key players are. Reading The News every morning allows me to do my job to the best of my ability.

Dale Petroskey

President and CEO
Dallas Regional Chamber

Pulitzer Prizes

1986 Pulitzer Prize for National Reporting

1989 Pulitzer Prize for Explanatory Journalism

1991 Pulitzer Prize for Feature Photography

1992 Pulitzer Prize for Investigative Reporting

1993 Pulitzer Prize for Spot News Photography

1994 Pulitzer Prize for International Reporting

2004 Pulitzer Prize for Breaking News Photography

2006 Pulitzer Prize for Breaking News Photography

2010 Pulitzer Prize for Editorial Writing

Mechanical Requirements

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Daily and Sunday Modular (6-column retail)

Includes Jobs and Education sections

Space	Ad size (width x depth)
Full page	11" x 21"
Doubletruck	23" x 21"
1/2 tower	5.41" x 21"
1/2 vertical	7.27" x 15.75"
1/2 horizontal	11" x 10.5"
1/3 tower (2 col.)	3.55" x 21"
1/3 vertical (3 col.)	5.41" x 15.75"
1/3 cube (4 col.)	7.27" x 10.5"
1/3 strip (6 col.)	11" x 7"
1/4	5.41" x 10.5"

Space	Ad size (width x depth)
1/6 vertical	3.55" x 10.5"
1/6 horizontal	5.41" x 7"
1/8	5.41" x 5.25"
1/9	3.55" x 7"
1/12 vertical	3.55" x 5.25"
1/12 horizontal	5.41" x 3.5"
1/18	3.55" 3.5"
Front-page strip	11" x 2"
Inside strip	11" x 3"
Weather-page strip	11" x 6"

Center gutter between pages is 1" wide and is counted as 1 column in doubletrucks.

*Sizes not available for Jobs section ads.

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Classified Advertising (10-column retail)
Includes Saturday and Sunday HomeCenter sections

1 column	1.02	12 columns	13.02
2 columns	2.13	13 columns	14.13
3 columns	3.23	14 columns	15.24
4 columns	4.35	15 columns	16.35
5 columns	5.45	16 columns	17.45
6 columns	6.55	17 columns	18.56
7 columns	7.66	18 columns	19.67
8 columns	8.77	19 columns	20.78
9 columns	9.87	20 columns	21.89
10 columns	11	21 columns	23
11 columns	12		

Maximum ad depth for 1 to 21 columns is 294 lines.

Center gutter between pages is 1" wide and is counted as 1 column in doubletrucks and non-tradtional doubletrucks. The 11-column doubletruck cannot be positioned on the left or right edge of the page, but must be centered over the center gutter.

HomeCenter strip: 10 columns x 2.37"

Color
Requires NAA Color 8 Inkbook. Process colors are as follows:
21 (blue), 22 (red) and 23 (yellow).

Arts & Life (6-column retail)

Space	Ad size (width x depth)
Full page	11" x 21"
1/12 vertical	5.41" x 21"
1/12 horizontal	11" x 10.5"
1/4	5.41" x 10.5"

*Business section only publishes as a standalone section on Sunday.
*Metro/Business combined section publishes on Tuesday - Saturday.

Tabloid Reconcilers
(4-column retail) Shell sizes

Space	Ad size (width x depth)
Full page	9.66" x 11"
Doubletruck	20.48" x 11"

Participant ad sizes: 2.29" wide x 3.25" deep
4.75" wide x 3.25" deep
4.75" wide x 6.625" deep

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Broadsheet Modular Ads (6-column retail)

Size	1/18	1/12 jewel box	1/9	1/6 vertical	1/3 tower	1/2 vertical (A & L)	1/12 horizontal	1/8	1/6 horizontal	1/4	1/3 vertical
Dimensions	2 col x 3.5"	2 col x 5.25"	2 col x 7"	2 col x 10.5"	2 col x 21"	3 col x 21"	3 col x 3.5"	3 col x 5.25"	3 col x 7"	3 col x 10.5"	3 col x 15.75"

Size	1/2 tower	1/3 cube	1/2 vertical	Front-page strip 6 col x 2"	Weather-page strip	1/3 strip	1/2 horizontal	Full	Doubletruck
Dimensions	3 col x 21"	4 col x 10.5"	4 col x 15.75"	Inside strip 6 col x 3"	6 col x 6"	6 col x 7"	6 col x 10.5"	6 col x 21"	13 col x 21"

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Tabloid Modular
(4-column retail) Special sections

Space	Ad size (width x depth)
1/8 vertical	2.29" x 5.41"
1/8 horizontal	4.75" x 2.62"
1/4 vertical	2.29" x 11"
1/4 cube	4.75" x 5.41"
1/4 strip	9.66" x 2.62"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
3/4 junior	7.2" x 11"
3/4 horizontal	9.66" x 8.2"
Full page	9.66" x 11"
Doubletruck	20.48" x 11"

Center gutter between pages is 1.16" wide.

Tabloid Modular
(4-column retail) Friday Guide

Space	Ad size (width x depth)
1/8 horizontal	4.75" x 2.62"
1/4 vertical	2.29" x 11"
1/4 cube	4.75" x 5.41"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
Full page	9.66" x 11"
Inside-page strip	9.66" x 2"
Island position	4.75" x 4"
Doubletruck	20.48" x 11"
Wrap (2-sided)	(2) 9.66" x 11" or 20.48" x 11"

Center gutter between pages is 1.16" wide.
Wrap combinations: 4 full pages or 2 spreads,
or 2 full pages and 1 spread.

Broadsheet Reconcilers
(6-column retail) Shell sizes

Space	Ad size (width x depth)
1/4 vertical	5.41" x 10.5"
1/3 cube	7.27" x 10.5"
1/3 strip	11" x 7"
1/2 horizontal	11" x 10.5"
2/3 horizontal	11" x 14"
3/4 horizontal	11" x 15.75"
Full page	11" x 21"
Doubletruck	23" x 21"

Participant ads: All approved modular ad sizes are available for broadsheet reconciler participants. (See page 21 of this pdf for options)

Exceptions	Ad size (width x depth)
Seniors Pages	11" x 5.25"
Here's to Your Health	5.41" x 4" or 11" x 4"

Classified Tabloid
(8-column retail)

Ad width	Inches
1 column	1.02
2 column	2.13
3 column	3.23
4 column	4.35
5 column	5.45
6 column	6.55
7 column	7.66
8 column	8.77

Ear ads
(6-column retail)

Section/Position	Size (width x depth)
All TDMN section fronts	2.62" x 1.37"
TDMN inside	2.62" x 1.37"
al día Main	3.55" x 2.13"
al día Sections and Classified	2.49" x 1.5"
Classified section fronts	2.13" x 1.37"
Homes section fronts	2.13" x 1.37"

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TV Weekly

Back Page Package

TV Weekly

Image	7.25" x 10"
Trim	8" x 10.75"
Bleed	8.5" x 11.25"

TV Weeklylite

Image	7.25" x 9.125"
Trim	8" x 9.875"
Bleed	8.5" x 10.375"

Pop-Out Package

TV Weekly

Ad image	7" x 10"
Pop-out image	.75" x 10"
Page trim	8.125" x 10.75"
Bleed	.25" Top, Bottom and Pop-out edge
Total bleed size	8.375" x 11.25"

TV Weeklylite

Ad image	7" x 9.125"
Pop-out image	.75" x 9.125"
Page trim	8.125" x 9.875"
Bleed	.25" Top, Bottom and Pop-out edge
Total bleed size	8.375" x 10.375"

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Spadeas

TDMN Main (Thurs-Sun.)

Outside - 4 color

Front page (TDMN masthead above ad)	5" x 18.1"
Back page	11" x 21"

Inside - 1 color (B&W)

Page 2	5" x 21"
Page 3	11" x 21"
or Spread	17" x 21"

*Sunday Bulldog not included in spadea program

TDMN Advance (Thurs-Sun.)

Outside - 4 color

Front page (No TDMN masthead above ad)	5" x 21"
Back page	11" x 21"
or Spread	17" x 21"

Inside - 1 color (B&W)

Page 2	5" x 21"
Page 3	11" x 21"
or Spread	17" x 21"

Sunday Comics

Half Spadea (2-sided)

Image area	5" x 21"
Document size	6" x 22"

Fly Sheet (2-sided)

Image area	11" x 21"
Document size	12" x 22"

Preprints and Inserts

Units of two or four pages must be on 60-pound or heavier stock.

Minimum size, 8.5 inches x 11 inches; maximum size, 10 inches x 12 inches. All pre-printed sections must have *The Dallas Morning News* logo and publication date on the front page.

Advance approval must be secured for size, dimensions and content for all card inserts and pre-printed sections.

Pre-printed inserts that do not conform to established size guidelines may be subject to appropriate surcharges.

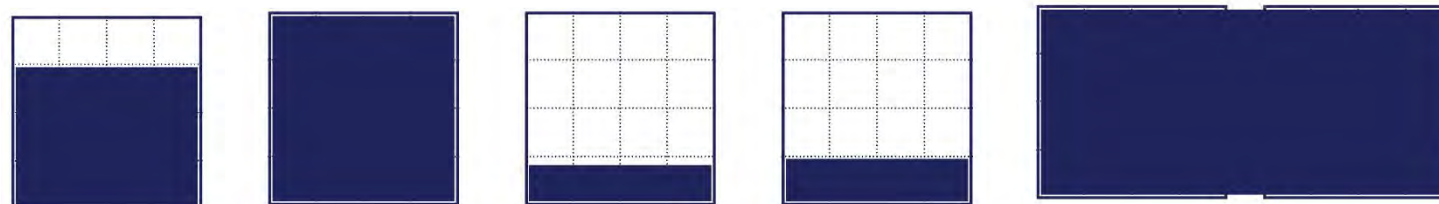# Tabloid Modular Ads (4-column retail)
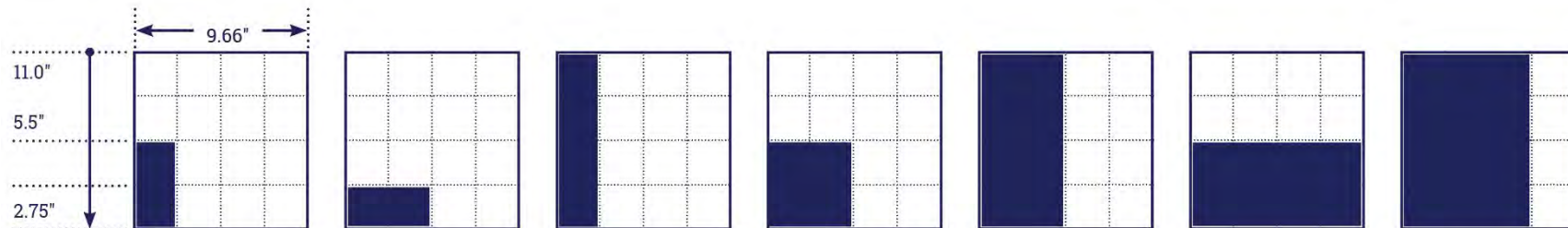
Size	1/8 vertical	1/8 horizontal	1/4 vertical	1/4 cube	1/2 vertical	1/2 horizontal	3/4 junior
Dimensions	1 col x 5.41"	1 col x 11"			2 col x 11"	4 col x 5.41"	3 col x 11"
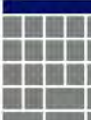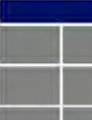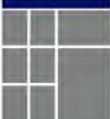
	3/4 horizontal	Full	Inside strip*	1/4 strip	Doubletruck
	4 col x 8.2"	4 col x 11"	4 col x 2"	4 col x 2.62"	9 col x 11"

*Inside strip - Friday Guide

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Reconciler Participant Ad Size Options

Broadsheet

1/4 Page Vert. Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner
5.41" x 1.5" deep

1/4 Page Vert. Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner
5.41" x 2" deep

1/3 Page Cube Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner
7.27" x 1.5" deep

1/3 Page Cube Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner
7.27" x 2" deep

1/3 Page Strip Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner:
11" x 1.25" deep

1/3 Page Strip Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner:
11" x .75" deep

1/2 Horiz.
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63 3.55" x 2" deep
Ear 2.62" x 1.37" deep
Banner: 11" x 2" deep

2/3 Page Horiz.
Participant sizes:
1/63 vert. 1.69" x 2" deep
2/63 3.55" x 2" deep
Banner 11" x 1.25" deep

3/4 Page Horiz. Option 1
Participant sizes:
1/18 3.55" x 3.5" deep
Banner 11" x 1.25" deep

3/4 Page Horiz. Option 2
Participant sizes:
1/12 horiz. 5.41" x 3.5" deep
Banner 11" x 1.25" deep

Full Page Option 1
Participant sizes:
1/18
3.55" x 3.5" deep
Ear
2.62" x 1.37" deep
Banner
11" x 2.125" deep
Footer
11" x .5" deep

Full Page Option 2
Participant sizes:
1/12 horiz.
5.41" x 3.5
Ear
2.62" x 1.37" deep
Banner
11" x 2.125" deep
Footer
11" x .5" deep

Doubletruck Option 1
Participant sizes:
1/18 3.55" x 3.5" deep
Ear 2.62" x 1.37" deep
Banner 23" x 2.125" deep
Footer 23" x .5" deep

Doubletruck Option 2
Participant sizes:
1/12 horiz. 5.41" x 3.5
Ear 2.62" x 1.37" deep
Banner 23" x 2.125" deep
Footer 23" x .5" deep

Tabloid

Tabloid Full Page
Participant sizes:
2.29" x 3.25" deep
4.75" x 3.25" deep
4.75" x 6.625" deep
Banner 9.66" x .875" deep

Tabloid Doubletruck
Participant sizes:
2.29" x 3.25" deep
4.75" x 3.25" deep
4.75" x 6.625" deep
Banner 20.48" x .875" deep

Standard Display 300x250
dallasnews.com

Format	Max. Size
HTML5	80k
GIF/JPEG	30k

Audio must be user-initiated only.

728x90
dallasnews.com

Format	Max. Size
HTML5	80k
GIF/JPEG	30k

Audio must be user-initiated only.

970x250
dallasnews.com

Format	Max. Size
HTML5	80k
GIF/JPEG	30k

Audio must be user-initiated only.

300x600
dallasnews.com

Format	Max. Size
HTML5	150k
GIF/JPEG	100k

Maximum video length of 15 seconds.
Close or Continue must be provided.
Preferred video format: mp4
Audio must be user-initiated only.

320x50
dallasnews.com,
all phone apps

Format	Max. Size
HTML5/CSS	30k
GIF/JPEG	20k

Audio must be user-initiated only.

In-Article Display
dallasnews.com

SCROLLER 700X1600 (1 image)

Format	Max Size
GIF/JPEG	200k file size limit

CAROUSEL 540X540 (Must have 4 images)

Format	Max Size
GIF/JPEG	50k file size limit per image

In-Article Video
dallasnews.com

Format	Max. Size	
MOV/MP4/VAST	4MB	
Duration: 15 sec	**FPS:** 24	

Billboard
dallasnews.com

Initial Format (970x250)	Max. Size
HTML5	200k
GIF/JPEG	150k

Video Submission Guidelines:
Minimum 24 fps for video
30 sec max length (unlimited user-initiated)
2.2 MB additional file size allowed for host-initiated video
Unlimited file size for user-initiated video
Preferred video format: mp4

Window
dallasnews.com

Format	Max. Size
1400x350	desktop
414x736	mobile

Video Submission Guidelines:
Minimum 24 fps for video
15 sec max length (unlimited user-initiated)
1.1 MB additional file size allowed for host-initiated video
Unlimited file size for user-initiated video
Preferred video format: mp4

Standard App Display
TDMN App & SportsDay App

Creative Sizes: 300x250 or 320x50
Jpg, png, gif files only

SportsDay App Interstitial

Creative Sizes: 300x250
Jpg, png, gif files only

SportsDay App - Audio Companion

Creative Sizes: 300x250
Jpg, png, gif files only

medium giant

medium giant

Click Tags

**Real Media (OAS) banners
(Will work with DFP/Google)**

on (release) {
getURL(_root.clickTAG, "_blank");
}

cars.com

on (release) {
getURL(_level0.clicktag, "_blank");
}

Email: Standard & Specials

Max. Dimensions	Max. Size
600x1000*	100k

Layout/design and code should reflect responsive formatting.

Minimum of 40% HTML text.

HTML text must be on solid background color only (no images or gradients)

Inline CSS only

No JavaScript allowed

Only .gif, .jpg, or .png images allowed.

*Longer depths accepted.

Pre and Post Roll Video

Length: 15 and 30 seconds maximum

Controls: Stop/Start and Volume should be enabled throughout ad play

Bit rates: Greater than 2 Mbps

Resolution: 640x480 preferred (400x300 minimum)

Keyframes: every 1 second

Frame rate: 15 fps minimum

Recommended codecs: MPEG2, WMV, H.264/AAC

How to Prepare HTML5 Assets for DCM

Prepare HTML5 assets

To set up HTML5 banners or enhanced banners, provide HTML5 assets in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.

2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

3a. What to include in your .zip file

- HTML file: The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. DCM serves the iFrame along with your assets.

- All assets must be named in lowercase with no special characters.

- HTML5 creatives must have exactly one click tag (no more or less). Sample Clicktag Code:
  In the header of the document:

  > <script type="text/javascript"> var clickTag = "http://www. clickURLhere.com";</script>

  In the body of the document:

  >

- Other files: Include any other files that are referenced by the HTML file. (NOTE: Do not include any files that are not referenced.)

3b. What not to include

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file.

- No unreferenced files: As noted above, only include files if they are referenced by the HTML file.

- No local or session storage: DCM does not accept HTML5 assets that use local storage or session storage.

- No backup assets: Do not include backup assets in your HTML5 .zip file unless they are referenced by the HTML file (provide the backup image separately). This image is used if DCM cannot use your primary assets because they are not supported.

- However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip in addition to the image an Ad trafficker must upload separately.

4. Supported file types and limits for your .zip file

- Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML and SVG.

- Maximum number of files: Your .zip can include up to 100 files.

- Maximum size: Depends on your account settings. Check Admin > Account. The size of the .zip (while still compressed) must not exceed your account limit. Regardless, you should keep your .zip file as light as possible. The only files in your .zip file should be the assets you need for your HTML5 creative.

5. Sample HTML5 .zip file

Download a sample .zip file

6. Compress the folder into a .zip file.

Need help compressing folders? Try the Windows or Apple help centers.

Medium Giant carries the torch of DallasNews Corporation, founded in 1842 on the principles of curiosity, honesty and integrity. We have spent the better part of two centuries binding together the people and businesses in our North Texas communities through The Dallas Morning News.

As the world has evolved, so have we. Our modern marketing consultancy now has strengths in intelligence-driven, technology-enabled strategy, creative and media, and we serve clients nationwide.

medium giant

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Photo by Tom Fo