

# Chicago Reader Digital Specifications

*\*digital images, links, and social copy all due no later than 3 business days prior to campaign launch*

## DIGITAL DISPLAY: (see on [chicagoreader.com](http://chicagoreader.com))

Standard Sizes: 1 MB max size, PNG, JPEG or GIF

- **728p x 90p** Leaderboard (Desktop, top of page)
- **320p x 50p** Mobile Leaderboard (Mobile, top of page)
- **300p x 250p** Cube (Right rail and throughout pages)
- Also available (Premium): **300p x 600p** (top right rail only)

## EMAIL NEWSLETTER ADS: ([See previous newsletters here](#))

**Leaderboards** are the first ad above the header on our newsletters. **Banners** are the ads found throughout the newsletter.

- TYPE: Image files can only be in GIF (included animated), JPEG, or PNG format.
- SIZE: **600p x 150p**. *File sizes must be smaller than 250kb for e-mail newsletters.*

## DEDICATED EMAIL:

- **SIZE: 630p x 630p** (630p tall minimum, can be taller) JPEG or PNG format.
  - (We recommend taller [like this](#) if you have more text to include, but many campaigns successfully use a square image, like [here](#) and [here](#))
  - Under 1 MB
- **SUBJECT LINE:** 150 characters max, and no more than 9 words; ideally no more than 60 characters and no more than 3 punctuation marks. [We suggest using this tool to test subject lines](#)

## SOCIAL:

**Images:** (JPG or PNG)

- Facebook: **1200p x 628p** ([Examples here](#))
- Twitter: **1024p x 512p** ([Examples here](#))
- Instagram: **1080p x 1080p** \*\* ([Example here](#)) (*Feed post; we no longer do Instagram Stories*)

**Text:**

- Text for your social posts for each platform, including hashtags or accounts to tag/mention
  - *Content may be corrected for style or grammar. We do not provide copywriting services.*
- **LENGTH:** There is no character limit on Facebook, but **your text for Twitter should be about 200 characters** to leave room for your URL and #Ad #Sponsored.
- Social Account Names on Facebook, Twitter, or Instagram, as applicable
- Clickthrough URL
- Special Notes/Instructions for Posts, if applicable

## GENERAL DIGITAL DESIGN NOTES:

- For images using only a few colors, GIF or PNG files will usually be smaller (better).
- For images using more than 256 colors, JPEG files will usually be necessary.
- Pixel dimensions are actual pixel dimensions; DPI/PPI resolutions don't matter for the web.
- However, *if your software must* apply a resolution, 72 pixels/inch is usually safe (as in Photoshop's "Image Size" dialog). (Photoshop's "Save for Web..." or "Save for Web and Devices..." options are helpful.)