CREATIVE SPECS & REQUIREMENTS

DIRECTORY

DIGITAL GRAPHICS

	Display
fullthrottle.app Campaign Requirements	• **Anchor ads are required** for brand safety and to ensure no missed opportunities • **Visible 1 pt contrasting border** if the primary ad color is white, black or transparent.
Ad Unit 1-3 Sets	300 x 250 728 x 90 320 x 50 *Please Note: 1 Ad Unit Set includes all three ad sizes.*
File Format	PNG, JPG or GIF *Please Note: Ad proofs may appear pixelated due to reduced size and resolution in application. Please note that in order to launch, ads must maintain certain sizing standards.*
Frame Rate	24 fps (Applicable to GIF files only)
Max File Size	50 KB
Max Animation Length	15 seconds
Max Looping	3x
Rich Media	Yes
Submission Lead Time	3 Business Days
Creative Requirements	**LOGO:** .eps/.svg file preferred **PHOTO(s):** Larger than 1000x1000 pixels & 300 dpi
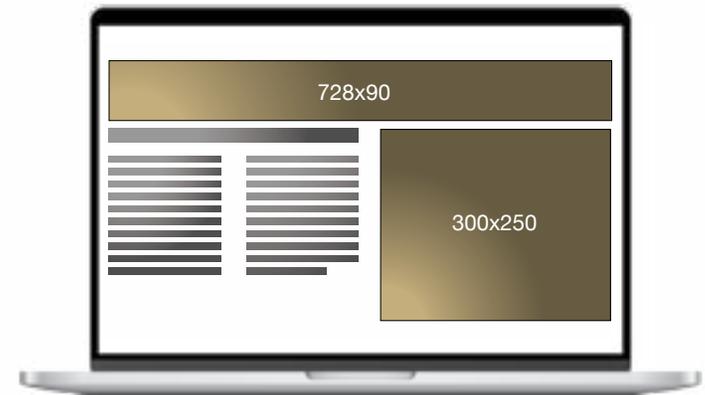
CONNECTED TV & ONLINE VIDEO

PREMIUM INVENTORY SPECS

Recommended for highest quality streaming
& live inventory

	CTV & Online Video
Ad Unit	16:9 Widescreen, 4:3 Standard
Asset Size	1920x1080
File Format	MP4
Max File Size	150 MB
Frame Rate	29.97 fps
Bit Rate	10-30 Mbps
Length	15 seconds **OR** 30 seconds

Potential placements for your premium content

16:9 Widescreen

1920 x 1080px

4:3 Standard

DIRECT MAIL & SMARTMAIL

	Direct Mail & SmartMail
File Size	*11(w) x 6(h) inches* *Final file must be 11.25(w) x 6.25(h) inches (inclu. bleed)* *Please do not add Bleed or Crop Marks to final PDF*
File Format	No border; artwork should bleed towards end of page Export as a High-Quality PDF with a 0.125 bleed on all sides at under 5MB with images above 200 DPI
Return Address	**Size:** 4.5(w) x 3.475(h) *(includes bleed)* **Placement:** 8.875(x) x 4.3875(y) **Specs:** Must be in the bottom right corner on the copy side. Return address **must** be at the 7.6614(x) x 3.0781(y) mark with **Program Headquarters** **P.O. Box 3031** **Malvern, PA 19355**
Creative Requirements	LOGO: .eps/.svg file PHOTO(s): Larger than 1000x1000 pixels & 300 dpi

PROHIBITED

🚫 Illicit drugs (including marijuana) and Kratom

🚫 Nudity and explicit sexual products, content, and services

Nexstar
MEDIA GROUP, INC.

Thank You!