News On 6 NOW

BANNER GUIDELINES

This document has been produced to help anyone designing banner ads for the News On 6 NOW to have their creative hold upon the screen as intended. Please follow the guidelines and tips to ensure your designs maintain readability.

REQUIREMENTS
Resolution: 345X1080 pixels · DPI: 300dpi · Bit Depth: No less than 24 bit
Live Area: 314X873(See Illus.) (If you have any copy that extends outside the live area you risk having it be cut off on certain television settings.)

PROVIDED ELEMENTS
If we design, client must provide elements with 300dpi resolution images and/or vector art elements.

TIPS
Do not use thin fonts. They don't translate well on News On 6 Now.
Remember to keep you messages simple and concise. The space is small and too many components makes it unreadable.

REQUESTING DESIGN
Go to https://gnm.wufoo.com/forms/design-request/ and input all relevent data, copy points and hi-res files to design the ad in the form. You can also find the form through Jostle under the folowing path:
LIBRARY > MARKETING > REQUEST FORMS > DESIGN REQUEST

BOOKING
All banner ads MUST be booked on an order for them to run. Please see traffic if you have any questions.

TRAFFICKING
Please send your completed files to our trafficking department at traffic@griffin.news. Be sure to include the name of the advertiser, order #, name/title of the ad, a starting air date and an ending air date in your email.

EXAMPLE

IMAGE BLEED

NewsOn6Now
Sponsorship
Development
Sheet

ALL IMPORTANT
CONTENT
WITHIN
RED BORDER

1080 px Total Height

873 px

314 px

AREA OUTSIDE
OF RED BORDER

345 px Total Width