Tablet Media Production Guidelines

Essential Tablet Solution (ETS) & Essential Tablet Solution Plus (ETS Plus)

Tablet Edition Description

Promotional message of 100 words or less (approx. 725 characters including spaces)
• May include HTML links

Tablet Media Kit URL
Hyperlink to Tablet Edition Media Opportunities
• Links directly to tablet media kit

App URL
• Links to media property's app. May submit links.

Tablet Cover Image
Accepted: Representation of tablet media.
          Images supplemented with ad copy are not accepted.
     • **Size:** 150px wide x 200px high (neither dimension can be larger, but either can be smaller)
     • **Resolution:** 72 dpi, RGB
     • **File format:** JPEG, GIF, PNG

Essential Tablet Solution Plus (Only)

IAB Ad Units	Ad Size	Maximum File Size	Acceptable Formats
Wide Skyscraper	160 x 600	40K	GIF, JPEG
Leaderboard	728 x 90	40K	GIF, JPEG

Questions: Contact **847.268.1609** or **gail.kuzuhara@kantarmedia.com**

Delivery Instructions

Upload your materials to: http://advertising.srds.com   (Please do not use special characters in file name)

From your server: Send us the URL and we will pick up your creative from your Web server.

Tablet Media Kit Production Guidelines

This program is created and hosted by Kantar Media SRDS for an annual fee.

Tablet Media Kit Images and Descriptions (up to 10)

Accepted: Representation of tablet media.

Images supplemented with ad copy are not accepted.

Descriptions up to 100 words or less (approx. 725 characters including spaces).

- **Size:** 768px wide x 1004px high (portrait mode only)
- **Resolution:** 72 dpi, RGB
- **File format:** JPEG, GIF, PNG

App URL
- Link to preferred media property app

Include up to 10 marketing opportunities and descriptions to show the full features of your tablet media.

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