

# Homepage & Run of Site

## Advertising Specifications



**Boost your brand's visibility with NowCities and drive traffic directly to your website.**

Choose between the sizes shown on this page, or pick a combination.

You can pick Homepage or Run of Site, or make your marketing money matter and advertise on both!

Estimated Production Time:  
5 days, contingent on client providing creative files

---

Acceptable file formats\*  
.jpg / .png / .gif / html5 /  
Google Tags

*\*Each File Cannot Exceed  
1,000,000 bytes*

**Wide  
Skyscraper**  
160 x 600 px

**Medium  
Rectangle**  
300 x 250 px

**Half Page**  
300 x 600 px

**Leaderboard - 728 x 90 px**

# Category Sponsorship

## Advertising Specifications



**Get your brand noticed by potential customers with a NowCities Platform sponsorship package.**

Includes:

- Exclusive “Brought to you by Your Business” banner ad at the top of a selected category on a NowCities Site
- Permanent Small Sidebar Banner above or below the Weather Widget across an entire NowCity Site
- Permanent Medium Rectangle ad on all stories in your chosen category

---

Acceptable file formats\*  
.jpg / .png / .gif / html5 /  
Google Tags

*\*Each File Cannot Exceed  
1,000,000 bytes*

**Medium  
Rectangle**  
300 x 250 px

**Small Sidebar - 320 x 80 px**

**In-Story or  
Above Story Banner**  
770 x 256 px

# Homepage Takeover

## Advertising Specifications



### **Our homepage takeover gives you our reader's full attention.**

This package combines a background ad with an Above Content Banner ad, creating a dominant presence on our most prominent and popular page.

With this option, your ad will be visible to everyone visiting the NowCities site, ensuring maximum exposure.

#### Includes:

- Homepage background for 2 days
- 1 x Above Content Banner ad above news story feed for 2 days

Background Template Provided to you by NowMedia.

Working file must be shared with NowMedia to make minor adjustments for sizing in proofing stage.\*

NowMedia will export the proper file format and send over a preview before launch.

*\*.ai or .psd required.*

**Above Story Banner**  
770 x 256 px

# E-Newsletter

## Advertising Specifications



**Utilize the wide local reach of our newsletters with a prominently placed ad in our weekly or weekend editions.**

Choose to supply your own ad, or have our expert team custom design one for you.

This is a great option for raising brand awareness or promoting an upcoming event, and is sure to get your message seen by a wide audience.

---

Acceptable file formats\*  
.jpg / .png

**Newsletter**  
600 x 300 px

# Social Media

## Advertising Specifications



### **Make your brand known on Instagram by featuring your custom content in our feed.**

Our social team will work with you to create the perfect caption to maximize engagement so your message gets the attention it deserves.

#### Includes:

- One photo/ video post or reel on NowCities platform Instagram feed
- Post hosted indefinitely on selected platform's Instagram feed

#### Video Resolution & Size

Aspect Ratio: Between 1.91:1 and 9:16  
Frame Rate: 30 FPS (frames per second)  
Resolution: 720px minimum  
File Size: 650MB maximum

**Instagram Posts**  
1080 x 1080 px

**Instagram Story  
and  
Reels/Video**  
1080 x 1080 px

# Sponsored Column

## Advertising Specifications



**Enhance your brand's image by aligning it with relevant content through NowCities Platform's Column Sponsorship option.**

Includes:

- Exclusive "Brought to you by Your Business" banner ad at the top of a selected column on a NowCities Site
- Permanent medium rectangle ad on all stories in your chosen column

---

Acceptable file formats\*  
.jpg / .png / .gif / html5 /  
Google Tags

*\*Each File Cannot Exceed  
1,000,000 bytes*

**Above Story Banner**  
770 x 256 px

# Premium Placement

## Advertising Specifications



**Optimize your brand's visibility on NowCities with sticky banners that keep your ads in view while users scroll content.**

Bottom Anchor: Leaderboard | Super Leaderboard

Sticky Left: Wide Skyscraper

Sticky Right: Wide Scryscraper | Half Page

---

Acceptable file formats\*  
.jpg / .png / .gif / html5 /  
Google Tags

*\*Each File Cannot Exceed  
1,000,000 bytes*

**Wide  
Skyscraper**  
160 x 600 px

**Half Page**  
300 x 600 px

**Leaderboard - 728 x 90 px**

**Super Leaderboard - 970 x 90 px**