

Metro Ideas

A monthly column devoted to creative ideas utilizing content from your Metro services.

Open any trade publication for the newspaper industry these days and you're bound to find an article about online presence and new revenue streams. Since Metro has built its reputation as being your one-stop resource for all your revenue-generation needs, it seems only natural that **Web ads** would be the next ready-made item to join the moneymaking line-up.

Metro Web ads are RGB JPEG files saved in the optimal resolution for Web use. In typical Metro fashion, however, we want to provide you with options. That is why you will find four different sizes of Web ads that correspond directly to the selected print ads. The four different sizes give you the ability to sell the size that matches your Web site requirements, or to sell different sizes of the same ad in a campaign.

After extensive research of newspaper Web sites across North America, we chose the four sizes that appeared most often. The actual Web ad sizes are culled from the list of suggested sizes set up by the Internet Advertising Bureau (www.iab.net). They are:

Leaderboard: Usually appearing above the masthead or header of a page, this is the largest of the ad sizes at 728 x 90 pixels. Web ads are measured in pixels, with 72 pixels equal to approximately one inch.

Banner: Another horizontal choice, it's among the most popular Web ad sizes at 468 x 60 pixels.

Skyscraper: This vertically-oriented ad size is 120 x 600 pixels. It usually appears anywhere along the left or right of a page.

Button: Slightly wider than it is tall at 120 x 90 pixels, some papers compose entire pages of Button ads that mimic print-style multiple-advertiser directory pages. Others choose this size as the only one they sell along the left and right of their pages to compliment editorial content. Choosing one size can give a visual continuity to a site, but others enjoy selling different ad sizes at differing price points. The beauty is, the choice is yours.

Each ad comes with a button or phrase intended to be the "call to action" link. These areas can be used by your Web designers to link your advertiser's ad to a separate page, often called a splash page. There, the ad's message or offer can be further explained without the limit of the Web ad size. The links can also be set to take the visitor to the advertiser's Web site.

You'll find Metro Web ads in the *MCC Spec Ads & Covers Library*. Perform any search for an ad as if you were searching for a print ad. Any ad that has a *W* icon appearing in the icon list to the left of the thumbnail have corresponding Web ads. Click the *W* to see and download the ads. You can also limit your searches to just ads that have corresponding Web ads by choosing *web ad* from the *Extra Formats* pulldown menu.

Below each Web ad thumbnail is the size of the ad, shown in pixels. Download any ad as you would any other item in *MCC*. Hitting your browser back button while viewing any Web ad thumbnail returns you to your search results.

Open any downloaded Web ad JPEG file in Photoshop to finish it with your advertiser's information. Animate the static ad using Adobe Photoshop® or Flash®, or call Metro ADS On Demand and we'll do it for you.

Now you have even more choices when selling spec ads. Print out copies of the print and Web ads for a comprehensive sales presentation, or to introduce your prospects to your Web services. **Try it!**



A *W* icon appearing next to an ads there are corresponding Web ads for that ad. Click the *W* to see and download Web ads.



Web ads are presented in four different IAB-approved sizes and shapes. See the ad size, measured in pixels, appearing below the ad's filename.