

ONLINE MEDIA KIT

INTERSTITIAL

Interstitials place full-page messages between the current and destination page.

KEY BENEFITS

Advertisers can promote branding and awareness, generate leads, and capture data. These ads have more brand impact with a larger unit.

ACCEPTABLE FORMATS & SIZES

There must be a header with the paper's logo and a "Skip this Ad" link. Ad must only last **10 seconds or less** before delivering the destination page. Ad size is typically **640x480 pixels**.

 THIS IS A TAKEOVER AD

TO ADVERTISE CONTACT
(313) 222-6460 phone | (313) 222-8659 fax
www.freep.com | www.detnews.com



ONLINE MEDIA KIT INTERSTITIAL

EXAMPLES

Prototypes: www.detroitmedia.com/advertising/showcase



640x480 interstitial
with site-specific
header and "skip this
ad" link

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