



GANNETT
DIGITAL

Specifications & Style Guide

GRAVITY



WHAT IS GRAVITY?

Gannett's Gravity unit is the world's first IMAX-style advertising experience on the web. The advertiser's cinematic video is showcased within a fluid design, full screen ad unit.

*Immersive. Captivating. Revolutionary.
That's Gravity.*

See it in action!

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



Experience the interactive Transformers example.

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



HIGH PERFORMANCE

GRAVITY IS ENGINEERED FOR SUCCESS

*We provide a variety of interaction metrics through MOAT
and video completion metrics through Pointroll.*

Actual Gravity performance results on the [Indianapolis Star](#):

750%

INCREASE

*in interaction rate compared
to the IAB Billboard industry
standard ad unit*

92%

INCREASE

*in interaction time
compared to Gannett's
pushdown ad unit*

>50%

OF USERS

*watched the video
multiple times*

50%

INCREASE

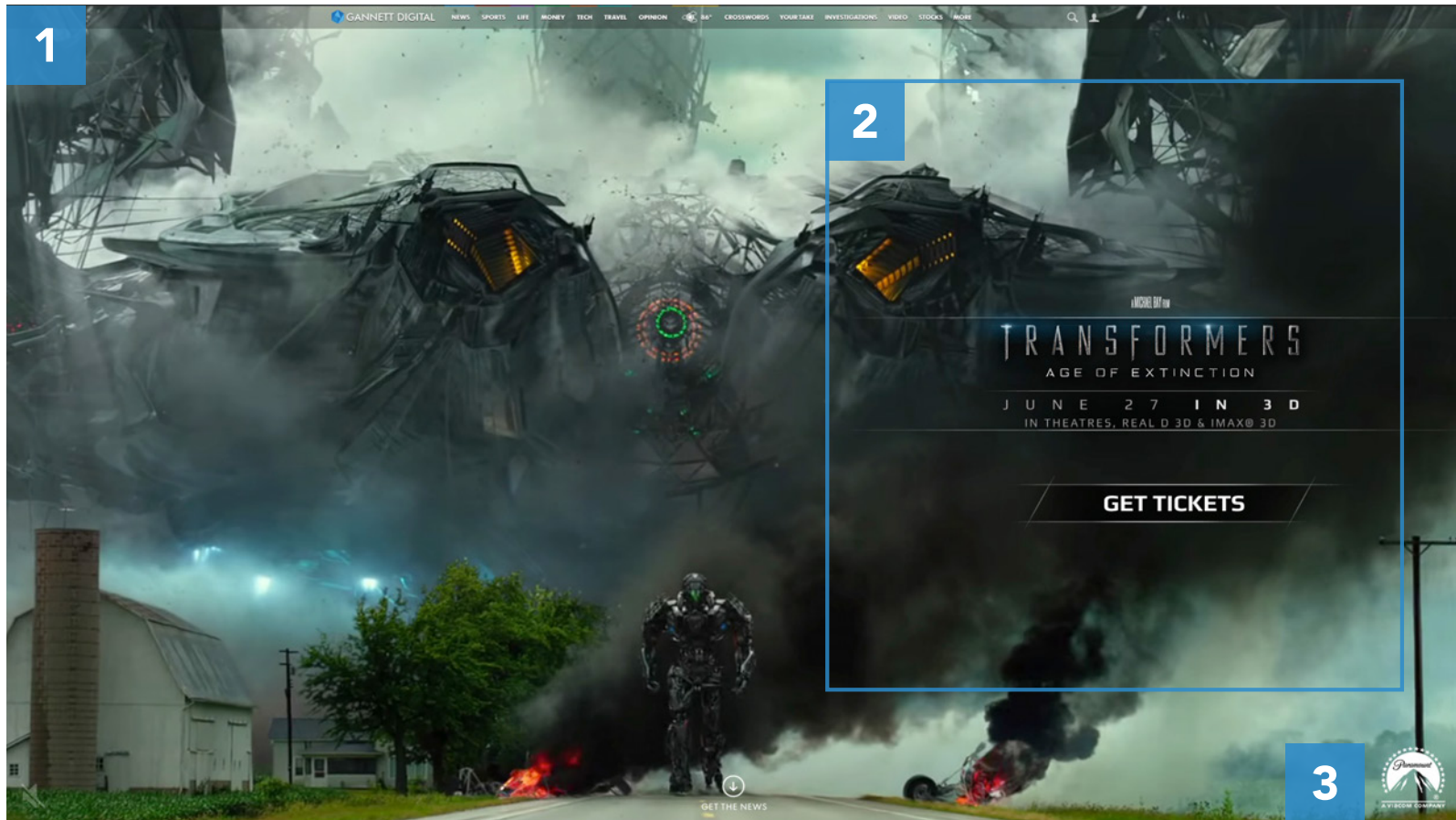
*in interaction rate
compared to Gannett's
pushdown ad unit*

90%

INCREASE

*in attention quality compared
to the IAB Billboard industry
standard ad unit*

EASY FROM START TO FINISH



Provide the following and we'll take care of the rest:

- 1 - High-resolution 16:9 video*
- 2 - Custom content text / images*
- 3 - Logo*

GRAVITY WIREFRAME

TOP NAVIGATION • transparent over background video • fixed height for all browser window sizes

CONTENT AREA OPTION 1

- content overlays background video and scales based on browser window size

16:9 VIDEO BACKGROUND

- content scales based on browser window size

CONTENT AREA OPTION 2

- content overlays background video and scales based on browser window size



UN-MUTE BUTTON



GET THE NEWS

- single color logo
max width 330px
max height 110px

LOGO

Experience the interactive and fluid templates.

[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

[HTTP://USAT.LY/GRAVITY-TEMPLATE](http://usat.ly/gravity-template)

** Photoshop wireframe template file includes both options and a design example.*

SPECIFICATIONS

VIDEO COMPONENT

Video Length: video asset >20 seconds but <2 minutes

Video Resolution: 1080p or greater

Video Ratio: 4:3 ratio or 16:9 standard widescreen (no anamorphic widescreen). Gravity is fully fluid, video scales and centers to fit the container.

Video File Type: original video asset - .mov or .mp4
Video asset should not contain text, logos or overlays (these should be designated in the content area).

Video Sound: Gravity auto-plays video with muted sound. The user may initiate sound by clicking the un-mute button. Un-mute button is in a fixed location opposite the selected logo position.

Video Best Practices: Because Gravity video auto-plays on a continuous loop, the video asset should not have a jarring end to re-start transition. Recommend subtle background audio or no audio. Gannett's Ad Solutions team can assist with video editing if requested.

BRANDING COMPONENT

Content Area Dimensions: 1008px x 1065px

*Dimension at 2560px x 1440px browser window size. Please note that dimensions scale automatically based on the user's browser window size and the fluid nature of Gravity.

Content Area Format: PSD with transparent background — need visibility of position of elements, font family, size and color, etc.

Content Area Text: Minimum font size of 12px. Text scales based on the user's browser window size. Fluid design may require a shortened copy version for small browser window sizes.

CTA Button: Must fit within the content area along with the text. Strongly encourage clean and simple button design as a necessary contrast to the video background. Please include a button hover image in the PSD.

Logo Format: a vector-based format (.ai, .eps, .pdf)
Maximum width of 330px. Maximum height of 110px.
Recommend single-color version for best readability.

SPECIFICATIONS

MOBILE WEB DEVICES & NON-SUPPORTED BROWSERS

A static fall-back image will be served to tablet browser users (Safari and Chrome) and non-supported web browsers. Users on tablet and mobile devices seven inches or smaller will not receive the Gravity ad.

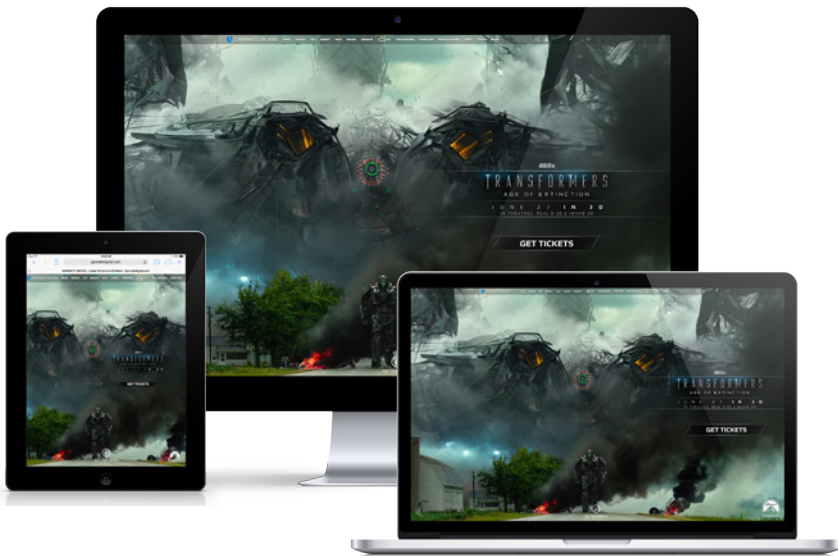
Static Fall Back Image Dimensions: 1080x1920 or larger

Static Fall Back Image Format: uncompressed TIFF or PSD

Why is a static fall-back image necessary? Mobile devices (including tablets) require video components of advertisements to be click to play. Doing so ensures that users do not inadvertently use their data plans on videos that they do not intend to watch.

Non-supported web browsers include:

IE8 or lower | Safari 5.1 or lower | Firefox 24 or lower | Beta



BUT, IF YOU WANT MORE DETAIL



Specifications & Style Guide
Appendix

A DEEPER DIVE INTO ALL THINGS GRAVITY

We'll walk you through an example creative, wireframes and detailed specs at key screen sizes — desktop, laptop, iPad Landscape and iPad Portrait. Plus, we've included links embedded in this PDF so that you can easily view and interact with the Transformers ad example, interactive and fluid ad wireframes, and our PSD design templates.

Remember that the Gravity ad is fluid — YOU DESIGN ONE SIZE and we take care of re-sizing for you - the key browser window sizes are there as a reference point.

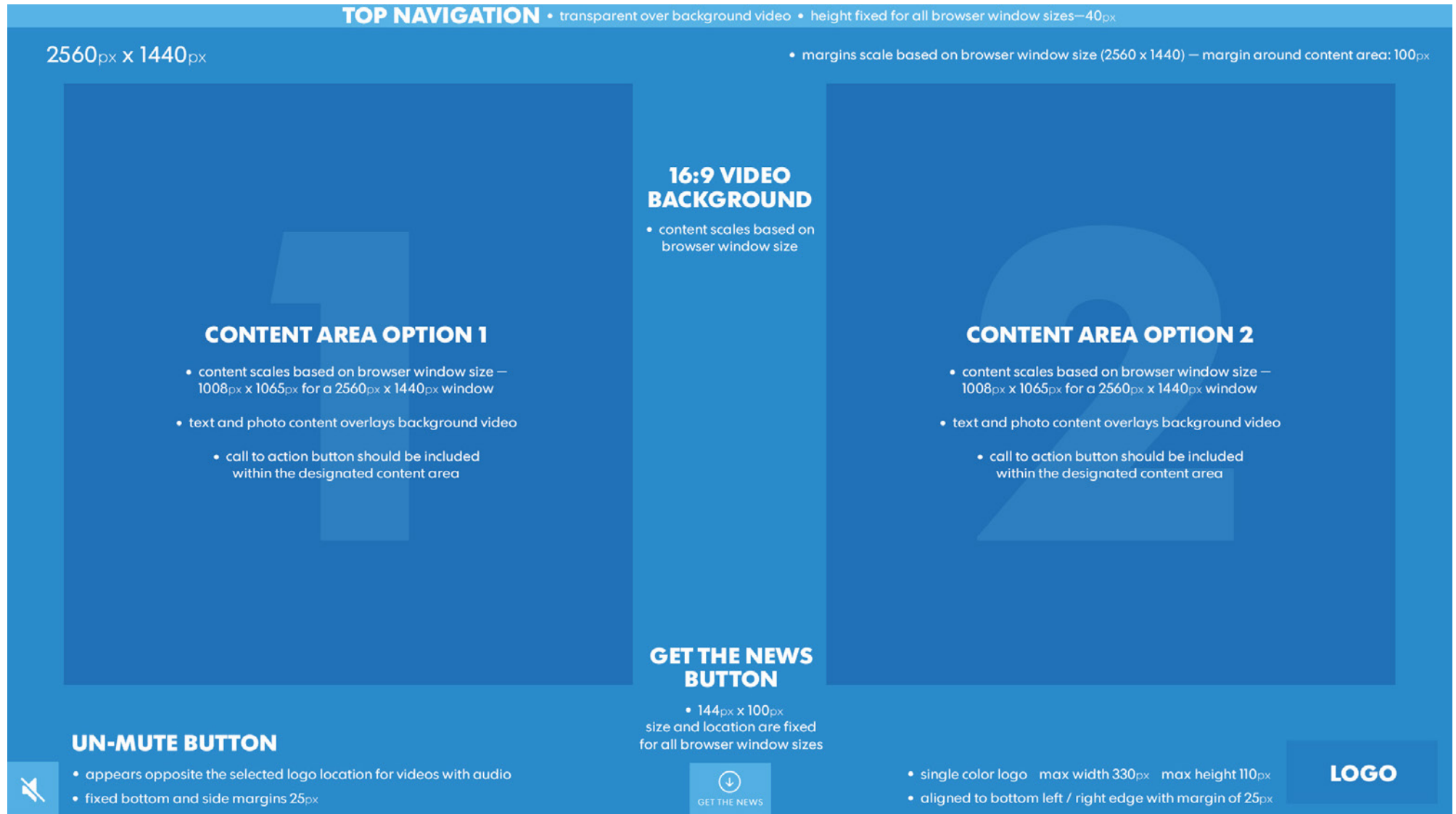
***Did we mention that there are interactive and fluid ad wireframes?**
It's much better than flipping through pages of wireframes in this PDF.*

[OPTION 1](#) | [OPTION 2](#)



Experience the interactive Transformers example.

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



Experience the interactive and fluid templates.

[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

[HTTP://USAT.LY/GRAVITY-TEMPLATE](http://usat.ly/gravity-template)

* Photoshop wireframe template file includes both options and a design example.

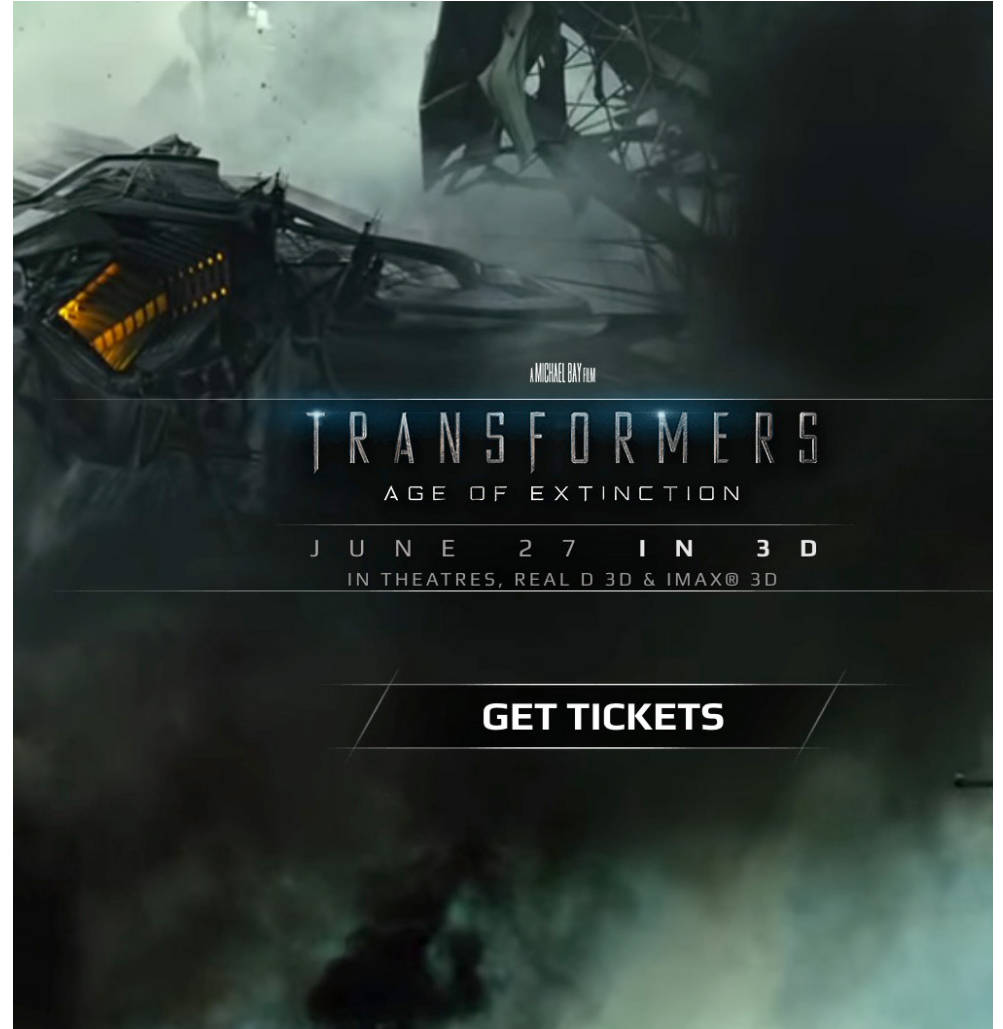


1008px x 1065px

**HEADLINE AND / OR
CONCISE COPY**

CALL TO ACTION

**content scales based on browser window size*



Download the PSD template.

[HTTP://USAT.LY/GRAVITY-EXAMPLE-1](http://usat.ly/gravity-example-1)



Specifications & Style Guide Appendix
GRAVITY : LAPTOP EXAMPLE

browser window size: 1366px x 768px



Experience the interactive Transformers example.

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



TOP NAVIGATION • transparent over background video • height fixed for all browser window sizes—40px

1366px x 768px

• margins scale based on browser window size (1366 x 768) — top, left, and right margin: 54px bottom margin : 38px

CONTENT AREA OPTION 1

- content scales based on browser window size — 538px x 554px for a 1366px x 768px window
- text and photo content overlays background video
- call to action button should be included within the designated content area

16:9 VIDEO BACKGROUND

- content scales based on browser window size

CONTENT AREA OPTION 2

- content scales based on browser window size — 538px x 554px for a 1366px x 768px window
- text and photo content overlays background video
- call to action button should be included within the designated content area

GET THE NEWS BUTTON

- 144px x 100px
- size and location are fixed for all browser window sizes

UN-MUTE BUTTON

- appears opposite the selected logo location for videos with audio
- fixed bottom and side margins 25px



GET THE NEWS

- single color logo max width 180px max height 60px
- aligned bottom left / right edge with margin of 25px

LOGO

Experience the interactive and fluid templates.

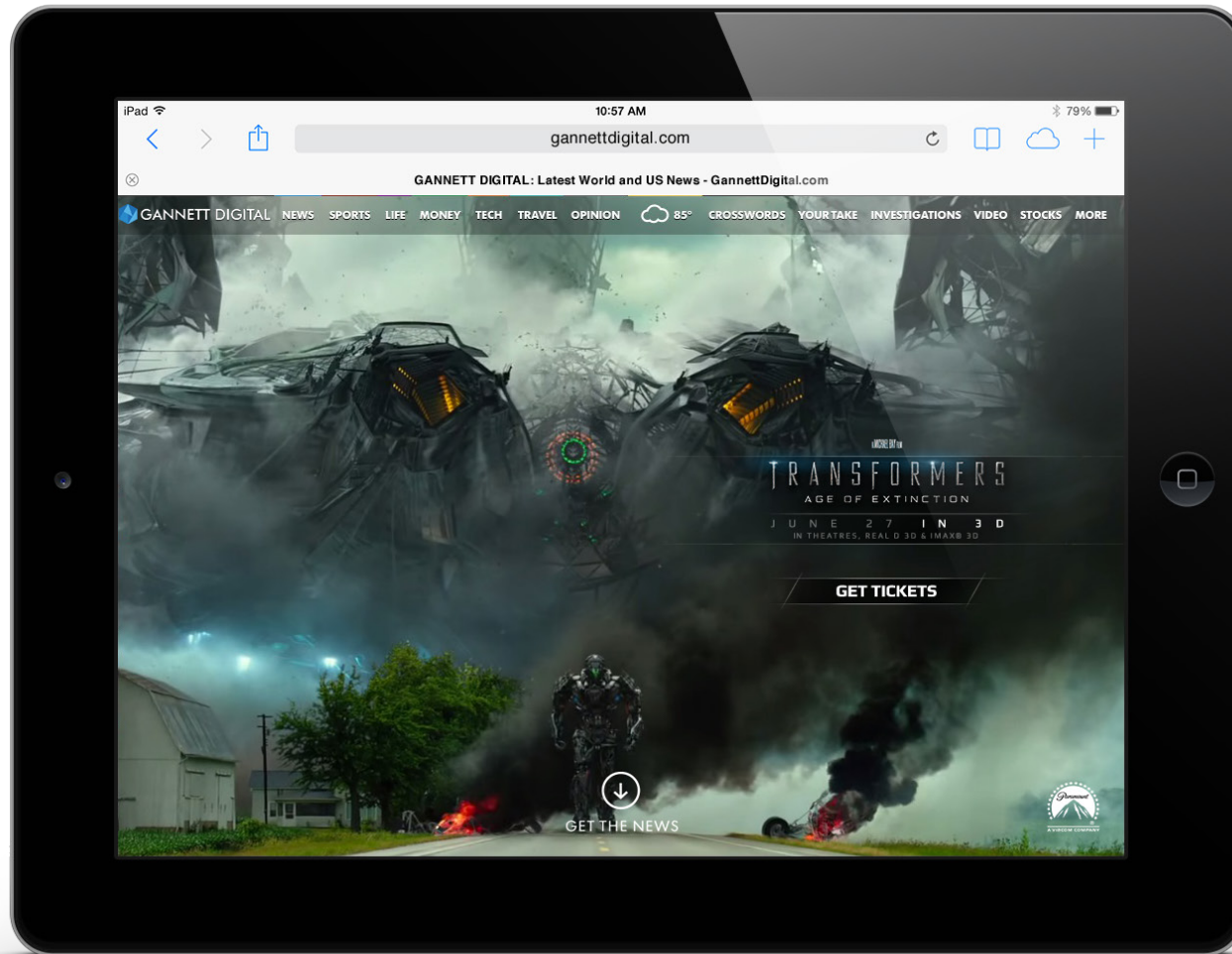
[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

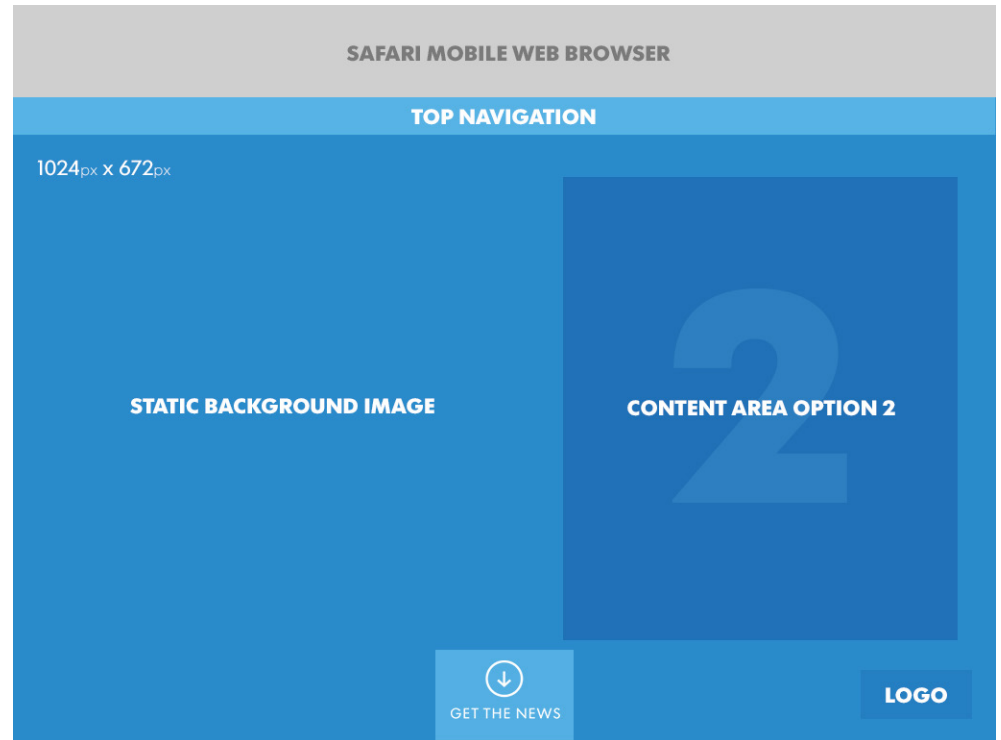
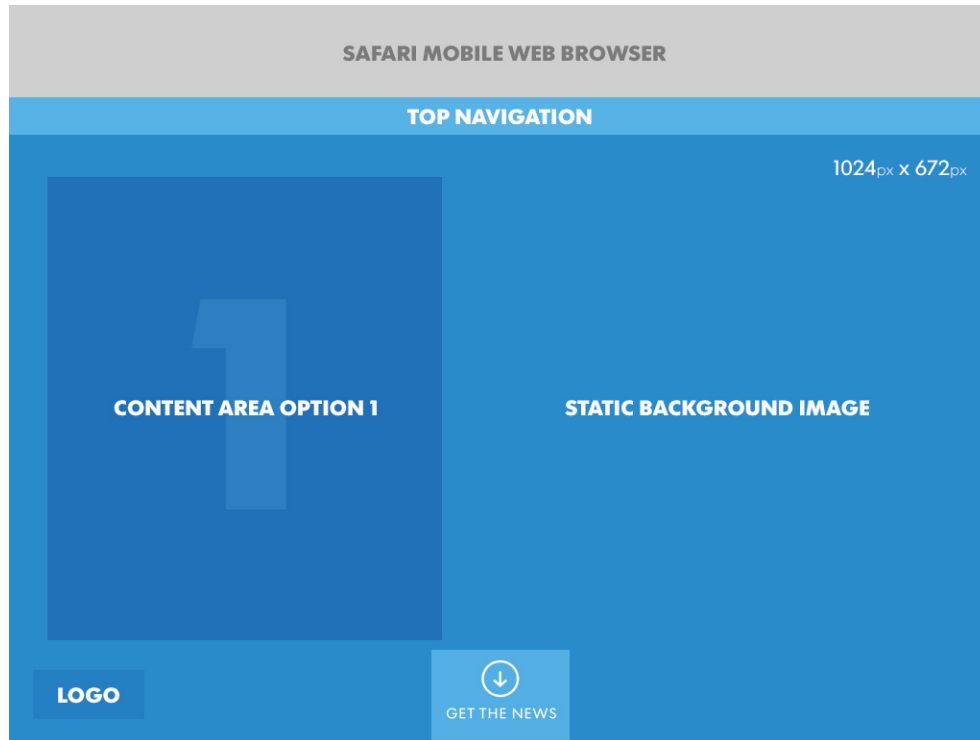
[HTTP://USAT.LY/GRAVITY-TEMPLATE-LAPTOP](http://usat.ly/gravity-template-laptop)

* Photoshop wireframe template file includes both options and a design example.



Experience the interactive Transformers example.

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



Experience the interactive and fluid templates.

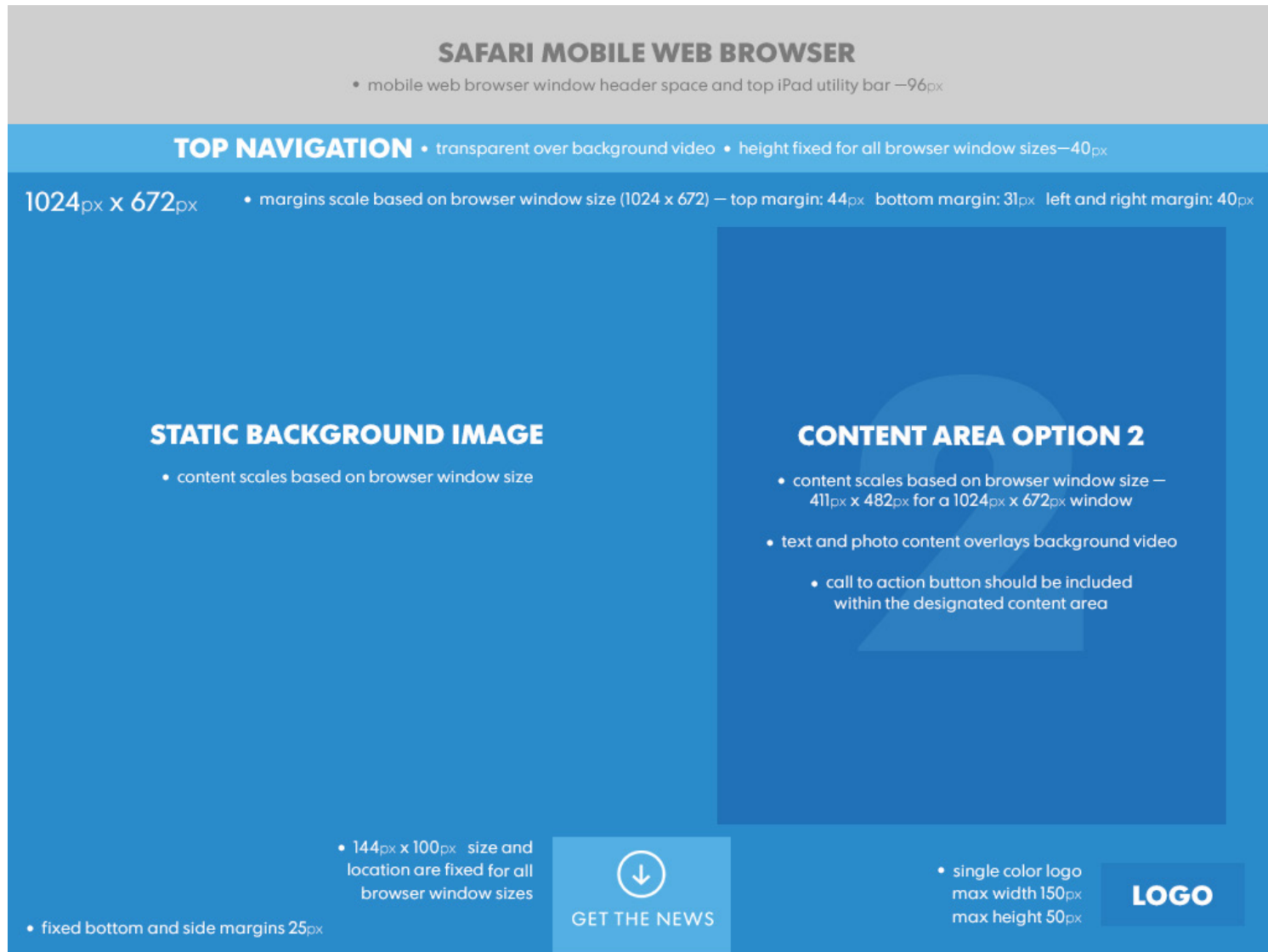
[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

[HTTP://USAT.LY/IPAD-LANDSCAPE](http://usat.ly/ipad-landscape)

** Photoshop wireframe template file includes both options and a design example.*



Experience the interactive and fluid templates.

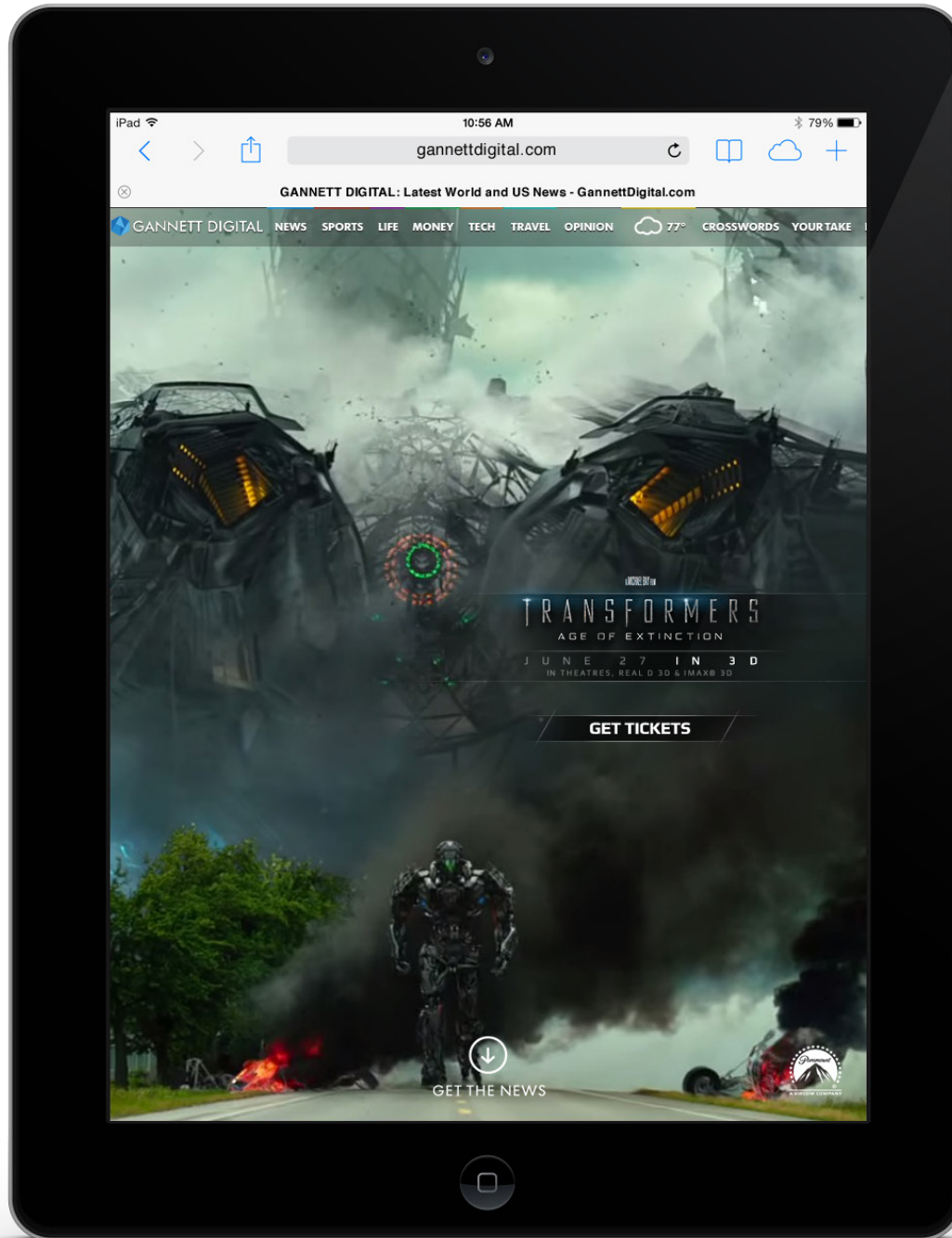
[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

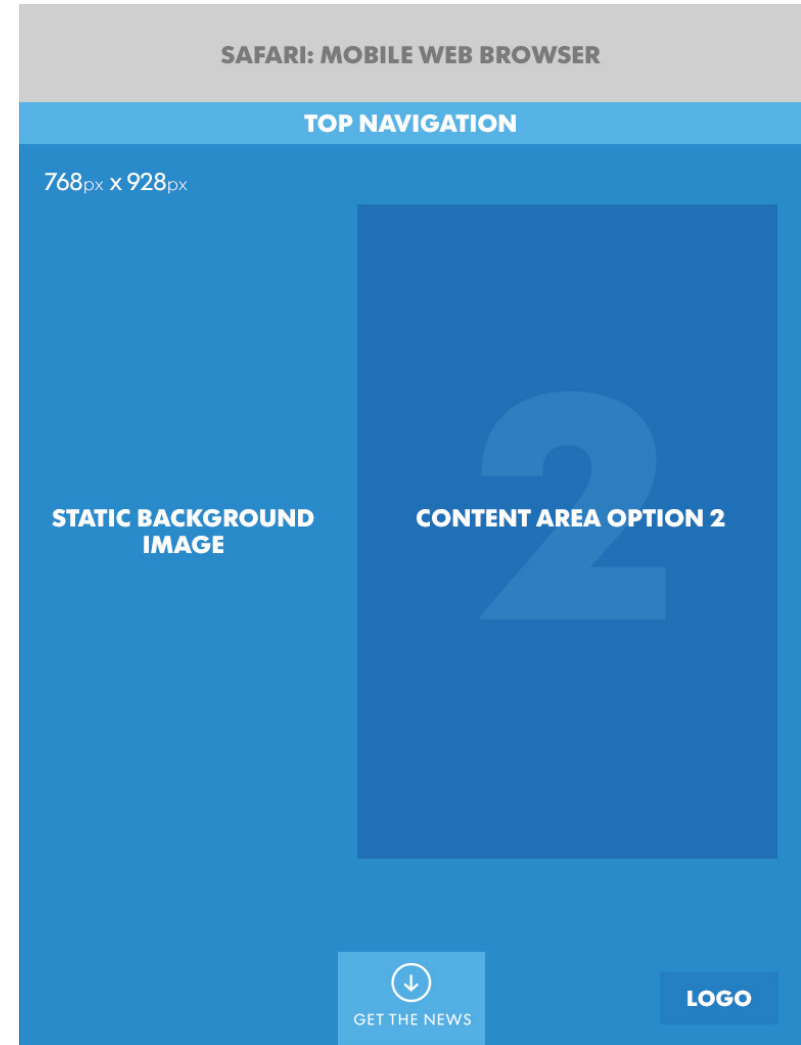
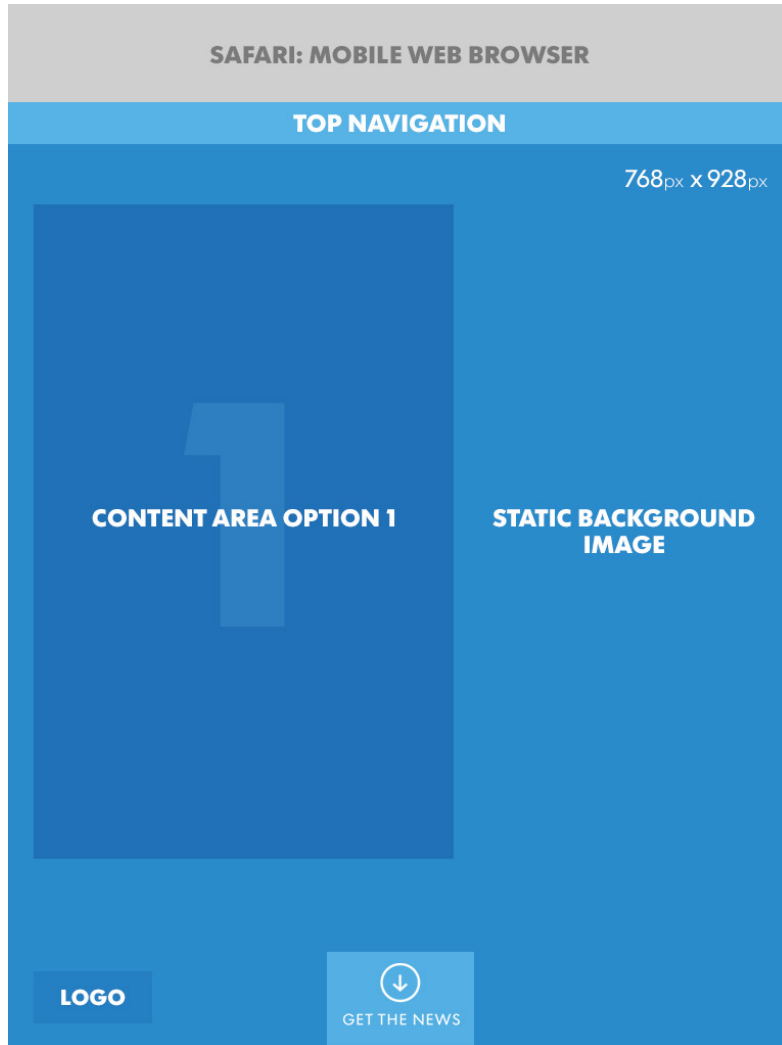
[HTTP://USAT.LY/IPAD-LANDSCAPE](http://usat.ly/ipad-landscape)

** Photoshop wireframe template file includes both options and a design example.*



Experience the interactive Transformers example.

[HTTP://USAT.LY/TRANSFORMERS-GRAVITY](http://usat.ly/transformers-gravity)



Experience the interactive and fluid templates.

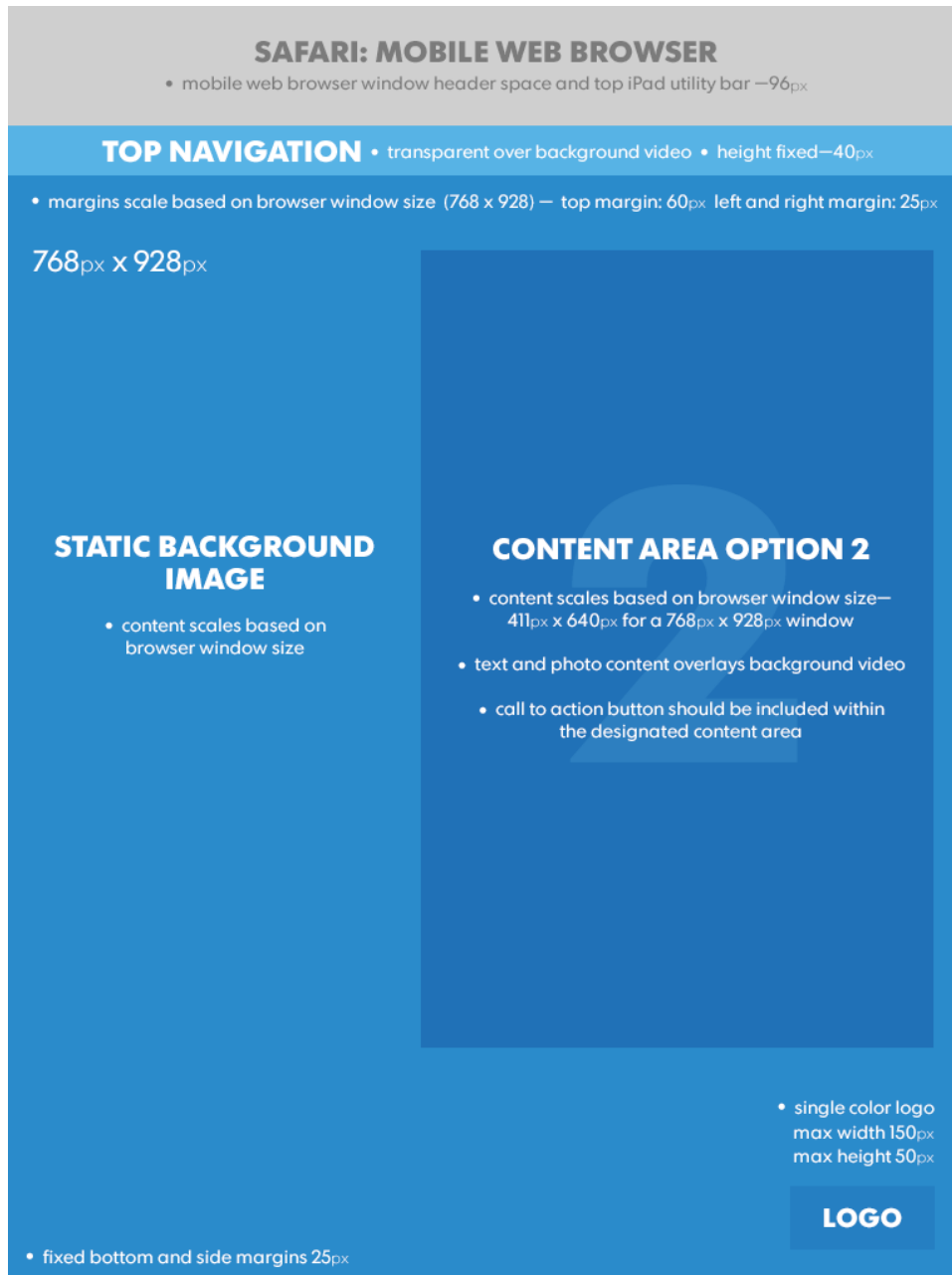
[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

[HTTP://USAT.LY/GRAVITY-IPAD-PORTRAIT](http://usat.ly/gravity-ipad-portrait)

** Photoshop wireframe template file includes both options and a design example.*



Experience the interactive and fluid templates.

[HTTP://USAT.LY/GRAVITY-GUIDE-1](http://usat.ly/gravity-guide-1)

[HTTP://USAT.LY/GRAVITY-GUIDE-2](http://usat.ly/gravity-guide-2)

Download the PSD template.

[HTTP://USAT.LY/GRAVITY-IPAD-PORTRAIT](http://usat.ly/gravity-ipad-portrait)

** Photoshop wireframe template file includes both options and a design example.*