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Home Page/Landing Page

1. Above the fold 728 x 90 leaderboard (expandable to also 970x250) optionally centered either above the masthead or sandwiched between bottom of slider box and start of story menu bar (breaking/ featured/trending)
2. Slider box ad. (Home Page only) Takes over the No. 3 position in slider box with a 300 x 250 ad in other wise blackened photo box.
3. Weather/Stocks stalker sponsor ad: 120 x 60 ad sandwiched between weather widget and stock widget
4. Above the fold right rail 300 x 250 ad, deployed at the top of the right rail and expandable to 300 x 600.
5. Above the fold left rail 300 x 250 ad, deployed just below the three story breaking news headline package and expandable to 300 x 600..
6. Mid-page left rail 300 x 250 ad located middle of left rail and expandable to 300 x 600..
7. Mid-page right rail 300 x 250 ad in middle of right rail and expandable to 300 x 600..
8. Mid-page 728-90 leaderboard inserted after 7th story in middle story package
9. Downpage left rail 300 x 250 ad near bottom of bottom rail
10. Downpage right rail 300 x 250 ad near bottom of rail



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Article Page

1. Above the fold 728 x 90 leaderboard ad (expandable to also 970x250), optionally centered either above the slider bar or below the slider bar.
2. News Filmstrip Ad. Takes over the No. 3 position in film box with a 300 x 250 ad
3. Above the fold right rail 300 x 250 ad, deployed at the top of the right rail and expandable to 300 x 600. Should be positioned below email signup box
4. Thin skyscraper 160x600 ad in lefthand rail just below bio box in left rail.
5. Mid-page right rail 300 x 250 ad in middle of right rail.
6. Downpage right rail 300 x 250 ad near bottom of bottom rail
7. Downpage Taboola ad block (two or three deck) positioned at end of story and above comment section.

Communities

The ad layout should be the same for the Communities pages as well.

Responsive Mobile Ad Behavior

In cell phone mode, the responsive design working with the smart tag code Lauren gave you should render all 300 x 250 and 728 x 90 ads.