THE SPECTATOR

Guidelines and specifications for digital advertising

CONTENTS

CAMPAIGN GUIDELINES

MATERIAL DEADLINES

(receipt of all final assets – sent as a zip file by electronic transfer)

Simple image (gif, jpg, png)	2 business days prior to launch
Standard/simple rich media creative	5 business days prior to launch
Complex rich media creative	10 business days prior to launch

All display advertising on spectator.co.uk is served through Google Ad Manager

The Spectator reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience

SUPPLYING FILES

Files and technical enquiries should be sent by email to gkime@pressholdings.com

HTML5 GUIDELINES

AD COMPONENTS

All assets need to be loaded from the same domain name and host. This includes any JS,CSS or any other assets.

Cross domain file loading is not permitted.

Only one .html file should be used at the root of the file structure to start the advert i.e. index.html

Backup image should now be used for any browser which has either no Flash player plug-in installed or doesn't support HTML 5 web standard.

THIRD PARTY

All assets must be third party hosted.

Tags must be SSL (HTTPS) & SafeFrame compliant.

RECOMMENDATIONS

To avoid/remove unnecessary jQuery calls; consider using Web API & Vanilla Javascript.

Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required.

Minifying files makes a huge difference & can help improve performance. Please consider minifying HTML, CSS & JS using a suitable minifier of your choice.

Avoid animation effects that are CPU intensive.

Please follow HTML5 requirements for Ad Manager https://support.google.com/admanager/answer/7046799?hl=en and ensure a valid click tag has been inserted in your HTML5 creative.

API restrictions We do not permit access to the following features of HTML5:

No use of Web-SQL Server database	No use of Web-Storage
No use to IndexDB	No use of WebSockets
No use of WebWorkers	No FileSystemAPI access
No Geolocation API	No use of Push API and Notification API

STANDARD DISPLAY MEDIA

TOP LEADERBOARD (All pages including articles and section hubs)

Dimensions (width x height in pixels):	970x90 for desktop
	728x90 for tablet devices
	320x50 for mobile devices
Formats:	gif, jpg, png, HTML, HTML5, Rich Media
	Note: All Flash creatives should be converted to HTML5
Max File Size:	40K
Animation Time Limit:	15 Seconds
Loop Limit:	3 loops, 15 seconds each
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch
	HTML, HTML5, Rich Media Five business days prior to launch

INLINE BILLBOARD (Article pages only)

Dimensions (width x height in pixels):	970x250 for desktop
	750x200 for tablet devices
	300x250 for mobile devices
Formats:	gif, jpg, png, HTML, HTML5, Rich Media
	Note: All Flash creatives should be converted to HTML5
Max File Size:	40K
Animation Time Limit:	15 Seconds
Loop Limit:	3 loops, 15 seconds each
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch
	HTML, HTML5, Rich Media Five business days prior to launch

NON-STANDARD DISPLAY MEDIA

SKIN (Home page or Coffee House section hub - Not stand-alone. Only available as part of a takeover)

Dimensions (width x height in pixels):	2080x1000 for desktop only
	Middle (1360 pixels) must be blank (white or transparent only)
	Safety area 170 pixels wide, innermost on each side (any important branding, logos, images or messages outside this area is not recommended)
Formats:	gif, jpg, png
Max File Size:	150K
Animation:	Not allowed
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch

PSD Template can be provided for Skins

Skins will only show on desktop screens bigger than 1300 pixels wide

HOME PAGE OR COFFEE HOUSE TAKEOVER

TAKEOVER

Standard home page takeovers and Coffee House takeovers are high impact campaigns and can be filled with a combination of the following standard formats:

DESKTOP: 1 x Skin

                                    1 x Top Leaderboard (970x90) for top ad unit

TABLET: 1 x Leaderboard (728x90) for top and inline ad units

MOBILE: 1 x Smartphone banner (320x50) for top and inline ad units

Please refer to individual ad unit specifications for more information on formats, dimensions and guidelines.

THE SPECTATOR APP

We run standard banners in The Spectator App. Two sizes are required for display on either tablet or smartphone devices. Dimensions (width x height in pixels):

Dimensions (width x height in pixels):	728x90 for tablet devices
	300x250 for mobile devices
Formats:	gif, jpg, png, HTML, HTML5, Rich Media
	Note: All Flash creatives should be converted to HTML5
Max File Size:	40K
Animation Time Limit:	15 Seconds
Loop Limit:	3 loops, 15 seconds each
Link:	Linking URL is required on creative submission
Materials Deadline:	gif, jpg, png Two business days prior to launch
	HTML, HTML5, Rich Media Five business days prior to launch

EMAIL NEWSLETTERS

BANNERS

Dimensions (width x height in pixels):   710x130 For display on desktop/tablet devices

500x225 For display on mobile devices

Formats: gif, jpg, png

Max File Size: 40K

Animation Time Limit: 15 Seconds, however animation not recommended for newsletter banners. First frame should contain full message in the event that banner does not animate

Loop Limit: 3 loops, 15 seconds each

Link: Linking URL is required on creative submission

Materials Deadline: gif, jpg, png Two business days prior to launch

All display advertising in Spectator Newsletters is hardcoded into the HTML. Therefore we cannot accept any Javascript, HTML5 or third-paty creatives.

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