

# Advertising specifications

Version 1

**Please read this document before producing creatives for campaigns on  
The Economist - Digital Editions**

This is a living document that will evolve as we are presented with new ads and situations, and we'll update it periodically to reflect these changes.

Intelligent Life, the culture and lifestyle magazine from The Economist, available on iOS and Android tablets and smartphones and other platforms.

All media must be submitted to [ops@economist.com](mailto:ops@economist.com). The deadline for all assets is 7 days before the insertion/publication date. However, in case of supplying an interactive ad unit, this deadline is extended to 21 days before the insertion/publication date. Please make sure you allow for this time.

These guidelines represent our best efforts to share how we review ads submitted to our platform and we hope it is a helpful guide as you develop and submit your ads.

Please contact The Economist sales team if you require consultation on these specs or would like to discuss any technical questions regarding our apps.

All content with advertisements must comply with The Economist terms and conditions. For more information please visit: <http://www.economistgroupmedia.com/planning-tools/ts-and-cs/>

## Advertising Offering

### A) Static ad unit

We require the following assets for our mobile apps:

- **Tablet Portrait:** 768px (W) x 1024px (H) image
- **Tablet Landscape:** 1024px (W) x 768px (H) image
- **Smartphone Portrait:** 750px (W) x 1334px (H) image
- **Smartphone Landscape:** 1334px (W) x 750px (H) image

The format is JPEG for all files with a maximum filesize of 250 KB per image. Please also provide a URL to be displayed when tapping on the ad. This URL will only be displayed if the device is online.

### A) Interactive ad unit

Instead of the static files, we can also accept an HTML5 interactive ad. However, this is not mandatory.

The interactive ad unit allows extending the static image, providing a canvas that can run HTML and deliver rich interactions. Please refer to the HTML guidelines for more information.

We can include tracking in the form of 1x1 (pixel) and clicktrackers.

All files delivered MUST be packed in a zip file containing HTML, images, Javascript files. The maximum file size is 1.5MB. **No horizontal swipe or external linking of assets or libraries is allowed.** The zip file MUST contain an index.html file at the root level that will be loaded when the user swipes into an interactive ad. All links must prepend 'internal -' before http/https to allow opening in a modal screen.

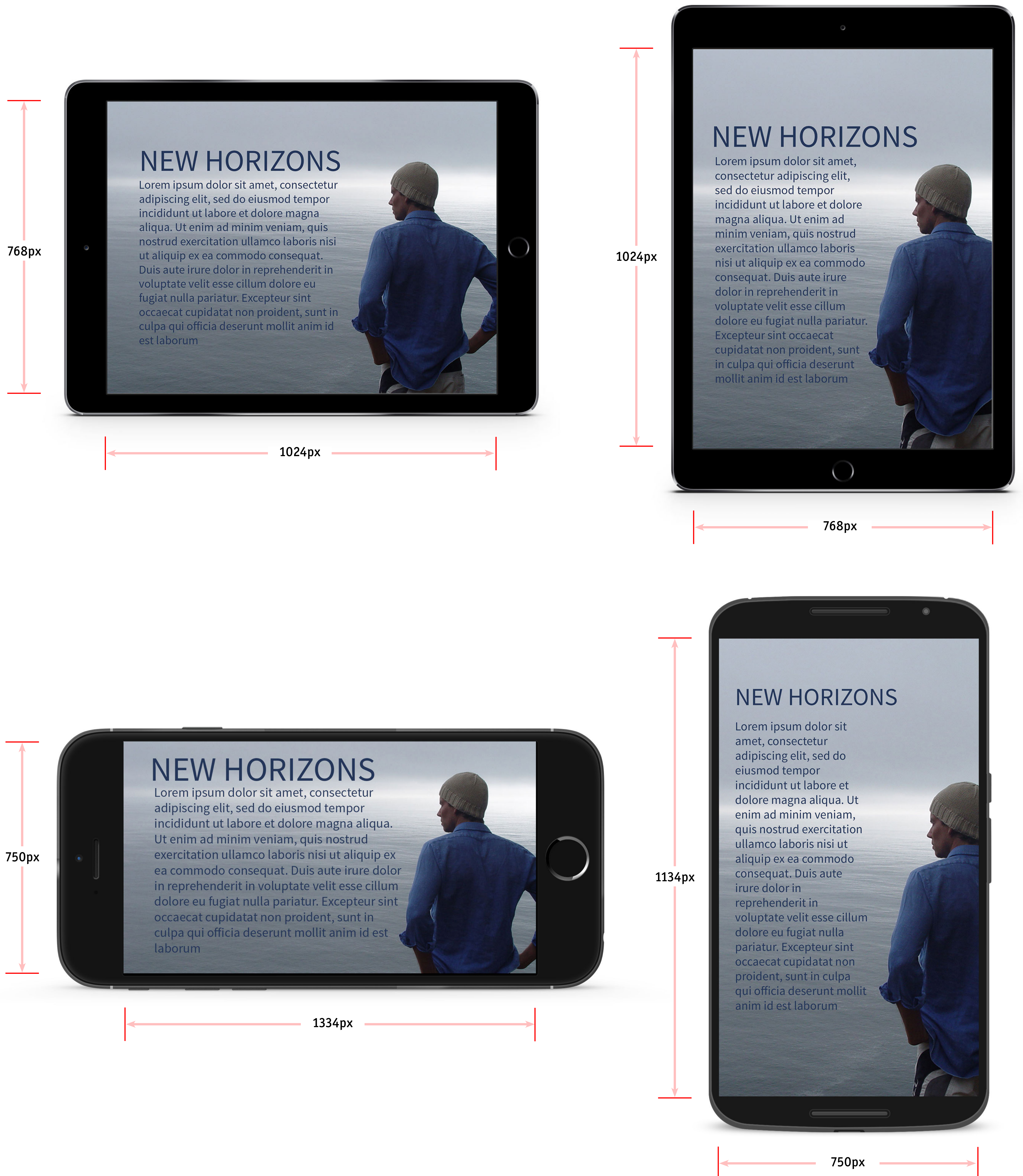
All ads that are submitted are scrutinised to ensure our users get the best user experience, as such:

- Ads that crash will be rejected.
- Ads that exhibit bugs will be rejected.
- Ads that download code in any way or form will be rejected.
- Ads that download external assets will be rejected. Video or Audio streaming is allowed.
- Ads that include assets that mimic navigation previous/next arrow-buttons will be rejected.
- Ads that perform poorly, execute resource intensive instructions or downgrade our app performance will be rejected.
- Ads that store user information in cookies or web storage will be rejected.
- Ads that make use of gyroscope or location services will be rejected.
- Ads that include horizontal swipe will be rejected.

Please make sure you've read our "**HTML Guidelines**", and in particular "*1.4 Animation Startup*" and "*1.6 External Linking*" as these parameters are specific to our app.

## Design considerations

Due to the difference between screen sizes in devices, the ad must letterbox appropriately in height. If supplying static, this will be handled automatically. In case of supplying interactive, this needs to be handled by setting up the viewport directive and by using media queries. **Please note that horizontal swipe is not allowed.**



### 1.0 Recommended HTML doctype - Viewport

Advertisers must ensure that HTML is well formed. We recommend that interactive ads are built using the HTML5 doctype (<!DOCTYPE HTML>). Please make sure the viewport is set in the header as follows to ensure compatibility across different devices.

```
<meta name="viewport"/>
```

### 1.1 Audio & Video Formats

The HTML5 <video> and <audio> elements are allowed. The preferred formats for encoding are H.264 for video and HE-AAC for audio. Audio or video autoplay MUST be turned off by default and MUST be initiated by the reader using a recognized 'Play' button. As we target iOS devices, Adobe Flash is not supported.

### 1.2 Performance notes

Interactive ads that contain very large DOM trees and/or intensive Javascript animations may see a performance decrease when running in a mobile device compared with desktop device. If your script executes for more than a couple seconds without releasing the thread, the pp will stop executing the script. This is likely to occur at a random place in your code, so unintended consequences may result.

### 1.3 CSS notes

Support for CSS rules and properties is dependent on the reader's version of OS and device . Please bear in mind that some readers may not yet have migrated to the latest version for their device and may still be using older versions.

### 1.4 Animation Startup

In order to support the starting of animations in the advert when the user scrolls in the advert, the interactive adverts must support the following:

- They must load their content and prepare their base look.
- And they must implement a Javascript method called `ecoStart()`. This method will be called every time that the user enters the advert page and will be responsible to start the animation from the beginning.

```
function ecoStart() {  
    // code to handle animation startup  
}
```

### 1.5 Serving Images Efficiently to Displays of Varying Pixel Density

In order to support high pixel density devices (also known as Retina), it's recommended to use media queries or image sets.

### 1.6 External Linking

All links must prepend 'internal-' before http/https to allow opening in a modal webview, this schema works either for a href elements or for javascript redirects using `window.location`. For example:

```
<a href="http://www.economist.com">Economist link</a>
```

Must be transformed into

```
<a href="internal-http://www.economist.com">Economist link</a>
```

The same applies if the URL starts with https. Links and redirections using Javascript must also ensure this schema. For example:

```
window.location = 'http://www.economist.com';
```

Must be transformed into

```
window.location = 'internal-http://www.economist.com';
```