

# Online Advertising Specifications

Please read this document before producing creative for campaigns running on Ideas People Media.

All media should be delivered at least 5 days before the campaign start date.

Please send creative to [IPM-AdServicing@economist.com](mailto:IPM-AdServicing@economist.com)

## >Display advertising specifications

Ad type	Dimensions		Weight	Format	Behaviour/Notes
	Width	Height			
Leaderboard	728	90	<u>Standard Display:</u> 45k  <u>Rich Media Display</u> *Initial Total Load: 100k  *Subsequent Polite Total Load: 200k  <u>Rich Media In-Banner Video</u> *Initial Total Load: 200k  *Subsequent Polite Total Load: 1.1 MB	<u>Standard Display</u> GIF, JPG, PNG Flash 7-10 HTML5  *HTML5 is the preferred specification for animated banners	- Expansion activated/deactivated by one method <ul style="list-style-type: none"> <li>• Click (with a close button at bottom left)</li> <li>• Roll over (Hover) with &gt; 1 second delay (collapse on roll out of banner area). If the user moves the cursor outside the ad area before expansion occurs then the expansion time delay counter must reset</li> <li>• Audio must be off by default, user clicks to activate audio</li> </ul> - 1px black border - Animation is strictly limited to 3 loops max and 30 seconds max play time - HTML5 can be served: <ol style="list-style-type: none"> <li>1. Through 3<sup>rd</sup> party vendor</li> <li>2. By converting Flash Files to HTML5 and serving the source code</li> <li>3. By client providing us with the actual source code for each size (<i>preferred option</i>)</li> </ol> All have must have <b>clickTAG</b> embedded
Billboard	970	250			
MPU	300	250			
Skyscraper	160	600			
Large scale MPU	300	600			
Portrait Ad	300	1050			

### Additional Notes:

All flash creative must contain clickTAG function, and be delivered with a gif backup with the same dimensions as the flash creative.

All flash files will be converted to HTML5, which must contain clickTAG function.

>Mobile Web

Ad type	Dimensions		Size	Format	Behaviour/Notes
	Width	Height			
MPU	300	250	45k	JPG, GIF, PNG or HTML5	- iframe only - Animation is strictly limited to 3 loops max and 15 seconds max play time
Leaderboard	320	50			

>Video pre-roll

Ad type	Dimensions		Size	Format	Behaviour/Notes
	Width	Height			
Pre-roll Video clip	640	480	3MB	FLV, ,MP4 or VAST tags Max 45 secs -2 bbfs; 24 fps or below	- Start and end tags are 1x1 tracking pixels to count pre-roll video start and finish - Pre-roll video clip might be reduced in size to fit the Economist media player window - Max video length 45 seconds - Pre-roll up to 15 seconds in length will not be skippable Pre-roll longer than 15 seconds will be skippable after the 15 second mark
Start tag	1	1	N/A	N/A	
Mid tag	1	1	N/A	N/A	
End tag	1	1	N/A	N/A	

>In Content Video

Ad type	Resolution	Size	Format	Behaviour/Notes
In Content Video	1920 x 1080	3 MB	FLV, MOV, MP4, or VAST Max 30secs -2 bbfs; 24 fps or below	- Impression and click tackers can be provided. - Starts, Mids, Quartertiles, and Completes can be provided.

>Brand Spotlight

Ad type	Dimensions	Required Elements	Tracking
Brand Spotlight	Will vary by site	<b>Title</b> - 1 version at 70 characters max, 1 version at 65 characters max (including spaces) <b>Copy</b> - 1 version at 200 characters max, 1 version at 57 characters max (including spaces) <b>Images</b> - 284x166 (1.9x1 aspect ratio), 146x97, 150x100, 190x190 <b>Client Logo</b> – 30 pixels high (with clear background) <b>Landing Page URL</b>	Please provide a 1x1 if 3rd party tracking is required.  *IPM Ad Ops will provide extensive metrics