The Economist Apps

Advertising specs

Contents

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

All media must be submitted to ops@economist.com or through our ad portal http://specle.net

The material deadline is 7 days for Static ads and 14 days for HTML5 ads before the insertion/publication date.

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://marketingsolutions.economist.com/planning-tools/terms-conditions

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Apps | Overview

APP	POSITION	FORMAT	DEVICES	OS	FREQUENCY	GLOBAL	TARGETING
Digital Edition	Cover / Run of app	Interstitial	Mobile / Tablet	iOS / Android	Weekly	Available	UK / Cont. EU / MEA NA / LA / Asia Pacific
Espresso	Sponsorship	Sponsor logo / Interstitial	Mobile / Tablet	iOS / Android	Weekly	Available	UK / Cont. EU / MEA NA / LA / Asia Pacific
Global Business Review	Sponsorship	Sponsor logo / Interstitial	Mobile / Tablet	iOS / Android	Monthly	Available	Worldwide

Format | Specifications

APP	FORMAT	DIMENSIONS	FILE TYPE	MAX. SIZE	DEVICES	OS
Digital Edition	Static Interstitial*	750 x 1334px	JPEG	250kB	Mobile	iOS / Android
		1334 x 750px	JPEG	250kB	Mobile	
		1536 x 2048px	JPEG	250kB	Tablet	
		2048 x 1536px	JPEG	250kB	Tablet	
	HTML5 Interstitial	Responsive	ZIP	1.5MB	Mobile / Tablet	iOS / Android
Espresso	Sponsor logo*	280 x 116px	PNG	150kB	Mobile/Tablet	iOS / Android
	Static Interstitial*	750 x 1334px	JPEG	250kB	Mobile	iOS / Android
		1334 x 750px	JPEG	250kB	Tablet	Android
	HTML5 Interstitial	Responsive	ZIP	1.5MB	Mobile / Tablet	iOS / Android
Global Business Review	Sponsor logo*	280 x 116px	PNG	150kB	Mobile/Tablet	iOS / Android
	Static Interstitial*	750 x 1334px	JPEG	250kB	Mobile	iOS / Android
		1536 x 2048px	JPEG	250kB	Tablet	iOS / Android
	HTML5 Interstitial	Responsive	ZIP	1.5MB	Mobile / Tablet	iOS / Android

*Note: Essential creative elements required for activating each campaign

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Static | Sponsor logo

The sponsor logo is a small icon that is displayed on the following screens:

- The app loading splash screen
- The 'Daily Quote' screen at the end of the edition (Espresso only*)

Transparent backgrounds are not recommended in the logo. Ideally, overlay the logo over a solid light colour to provide optimal contrast against all backgrounds.

* Note: only one logo is required, suitable for both positions

SPECS	
File Type	PNG
Max Size	150kB
Dimensions	280 x 116px
3rd Party Tracking	Not supported

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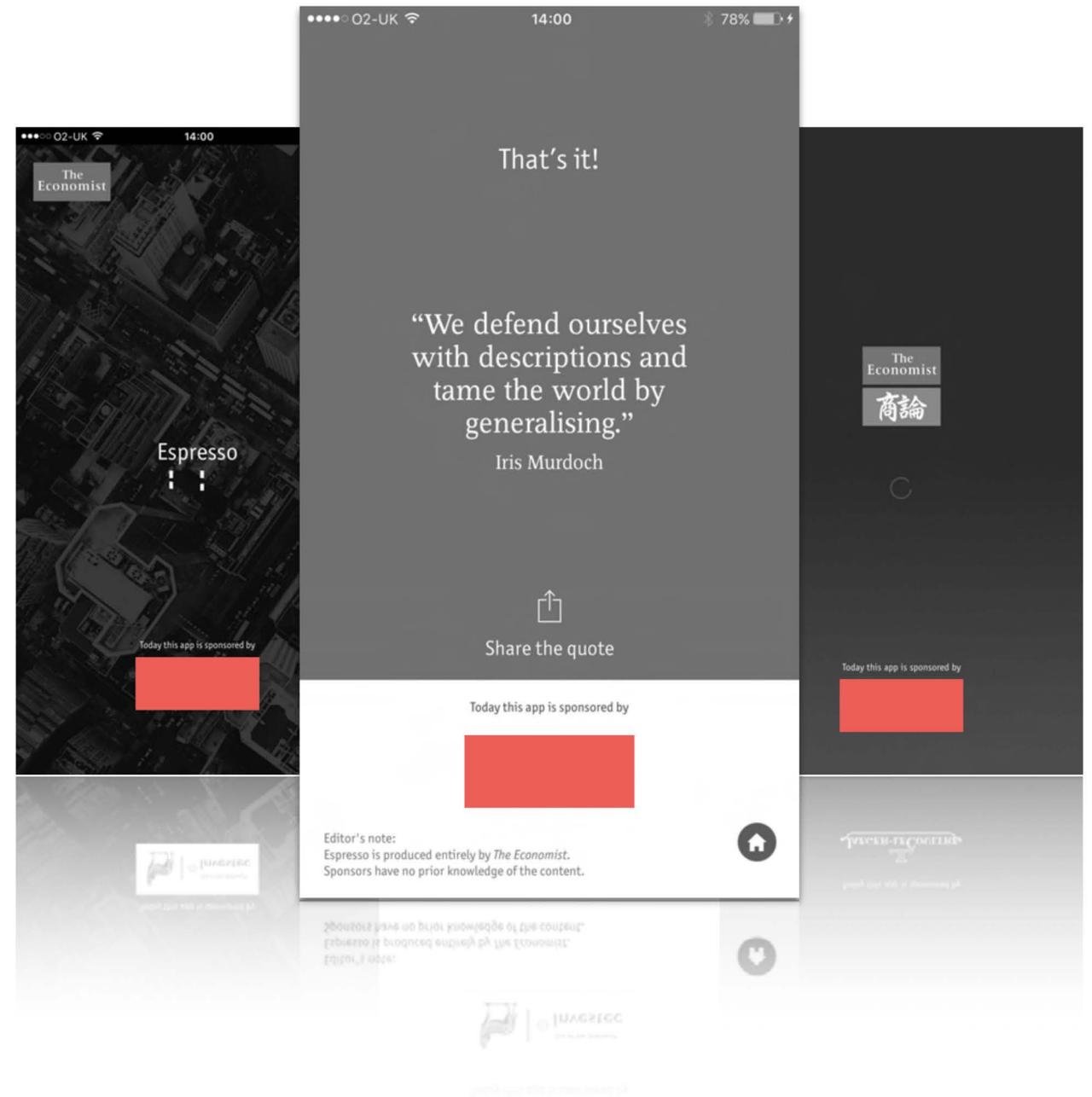
Static | Interstitial

The format is JPEG for all files with a maximum file size of 250kB per image for Digital Edition, Espresso, and Global Business Review. Ads appear between editorial content and is navigated via user swipe gestures.

Please also provide a URL to be displayed when tapping on the ad. This URL will only be displayed if the device is online. We can include tracking in the form of a click tracker.

SPECS	
File Type	JPEG
Max Size	250kB
Dimensions	See format specifications
3rd Party Tracking	Click tracking supported

In addition to the statics files, we can also accept an HTML5 interactive ad to run on all devices (with the exception of devices that have not downloaded the new DE Pugpig app which will receive statics images*) for Digital Edition, Espresso and Global Business Review.

* Please note: for Digital Edition, static files are mandatory to activate the campaign.

Video examples of interactives on our platforms:
Preview 1
Preview 2
Preview 3
Preview 4 (cover/premium position)
Preview 5
Preview 6

| SPECS	
File Type	ZIP
Max Size	1.5MB
Dimensions	Responsive
3rd Party Tracking	Fully supported

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HTML5 | Responsive

The mobile ecosystem is full of different devices of various resolutions and pixel densities. If you are targeting a specific device, say the iPad 2, you know that for a full screen ad you have a canvas of size 768 x 1024 (1024 x 768 in landscape orientation).

But what if you want to support a wide array of sizes? Granted, you can create separate ads for different devices but you can do one better. You can constrain your ad's content to a content safe area and supply a background the size of your largest anticipated device to flow out on larger devices.

SPECS	
Devices	Mobile and tablet*
Orientations	Portrait and landscape*
Safe Area	85% of screen width
Width	Device width
Scale	Initial = 1, maximum = 1
User scalable	No

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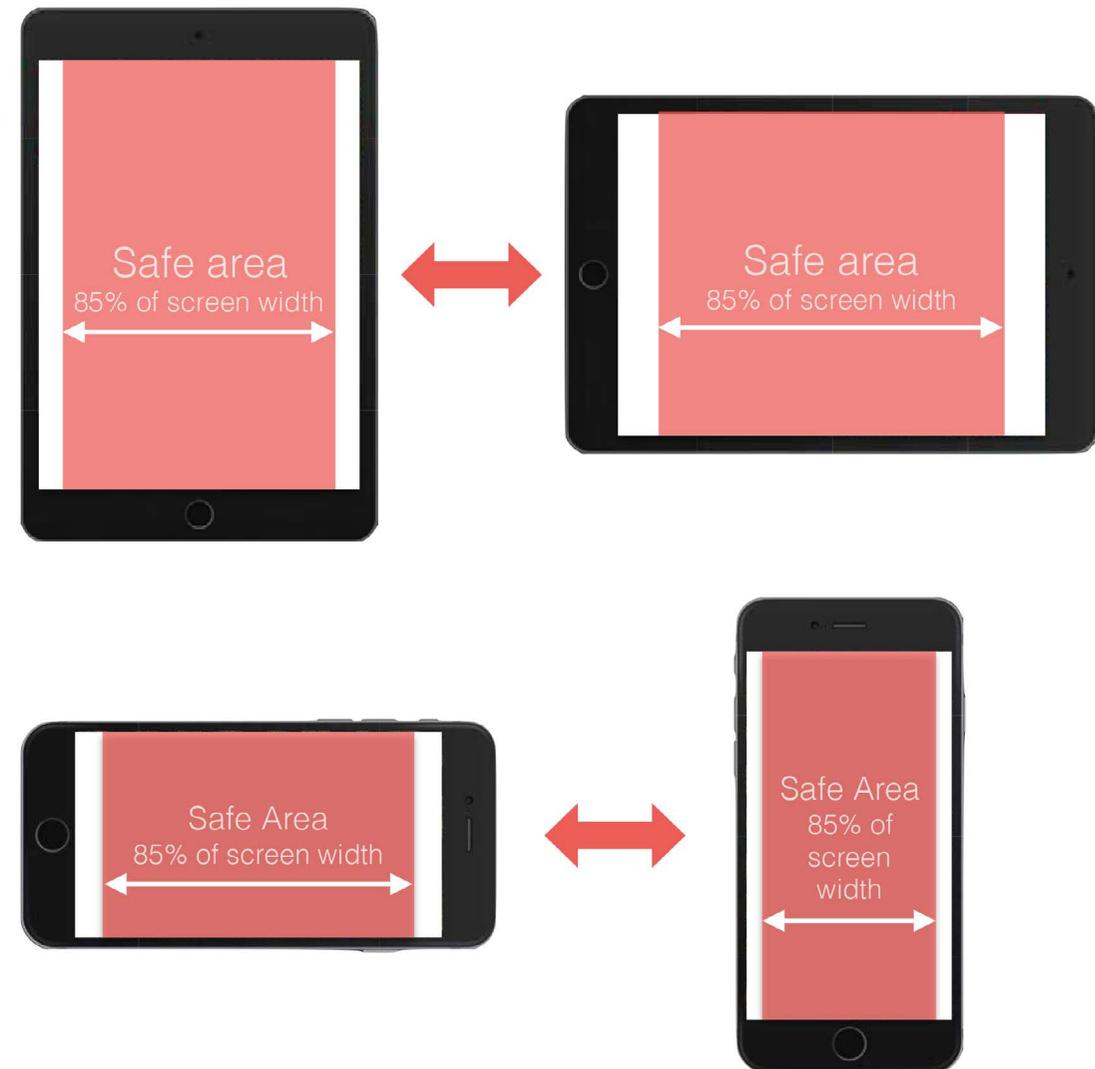
General advice

- test your ad on actual devices using our testing environment PETE;

- try to avoid minification and more importantly obfuscation of your code as this makes the debugging and feedback process unnecessarily complicated and inefficient;

- try to avoid GWD or any other WYSIWYG tools – the exported code often doesn't complement all of our specs and usually it's hard to fix that;

- we recommend you sharing a visual/description of the intended design – how the ad should look on the actual devices. This would assist the approval process.

You can find a collection of previously approved bundles here.

App Codebase

Our apps are built with PugPig. You can find more information on the best HTML5 practices here.

Responsive design

- we can accept a single responsive bundle or tablet/mobile bundles;
- a single HTML needs to work in both orientations (portrait/landscape);
- horizontal scrolling is not allowed, the ad must fit the device dimensions perfectly;
- vertical scrolling is allowed.

Audio & Video Formats

- <video> and <audio> elements are allowed: H.264 for video and HE-AAC for audio. You can stream them from an external server;

- autoplay must be turned off, playback has to be initiated by the reader using a recognised "Play" button;

- ensure that no controls elements are placed in the safe area of the Digital Edition app (7.5% of the screen on each side);

- when you are using Brightcove, make sure the scripts are downloaded and included locally in the bundle;

- inline playback is only available on Android devices . iOS uses the native media player.

CSS notes

- use vendor prefixes;
- bear in mind some users might not have the latest version of OS and device and some CSS rules might not be supported

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Animation Startup

• ensure you define **ecoStart function**. Every time a user scrolls into your ad, our app will fire ecoStart().

There will be no animation until ecoStart() function is called (this has to be done to ensure that users will see the animation from the very beginning as the HTML file might be loaded before a user scrolls to it in the issue).

You can test this functionality in the Google Chrome's Developer Console by calling "ecoStart()". No animation should start in Chrome until you call this function manually. The ad must load its content and the base look and wait for the function call.

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>
```

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';
```

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Pugpig Economist Testing Environment (PETE)

The Economist offer an external testing environment for HTML5 advertising.

Advertisers are able to preview and test their concept bundles in the live Digital Edition app before submitting for QA.

How:
1. download the app from the relevant store. This is available on both Android and iOS platforms;
2. upload a bundle for testing: https://economist.admin.pugpig.com/publication/ecnpaper/preview_zip
3. make a note of the OPDS generated code when uploading
4. go to the live app on your devices:

ANDROID
Select settings >

Tap 10 times on the version number at the bottom. This shows a dialog you can use to enter the OPDS preview code.

Once you enter the code, you'll have a single edition with the advert that you can download and check.

To reset to your normal feed, go back to "Select Region", tap it, and pick the region you want to view.

iOS
Select settings >

Tap 10 times on the version number at the bottom. This shows a dialog you can use to enter the OPDS preview code.

Once you enter the code, you'll have a single edition with the advert that you can download and check.

To reset to your normal feed, go back to "Select Region", tap it, and pick the region you want to view.
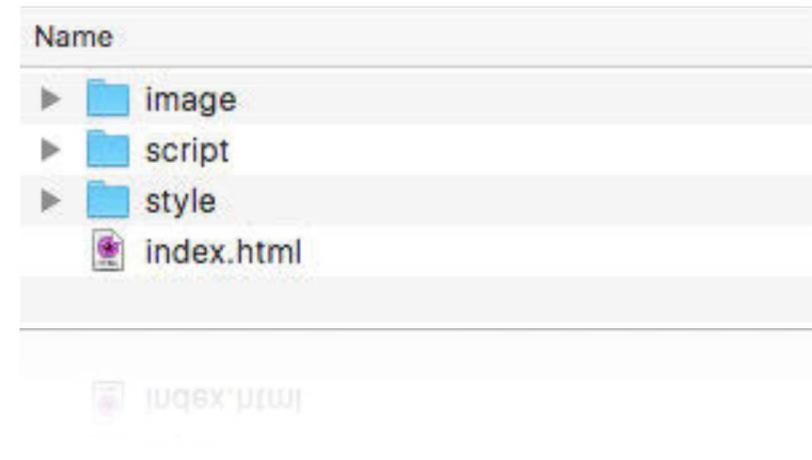
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All files delivered MUST be packed in a zip file containing HTML, images, Javascript allowed. The zip file MUST contain an index.html file at the root level that will be loaded when the user swipes into an interactive ad.

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 App will stop executing the script. This is likely to occur at a random place in your code, so unintended consequences may result.

All ads that are submitted are scrutinised to ensure our users get the best app experience.

1. This should be your basic building block to avoid almost every common problem   CSS snippet

HTML:
```
<!DOCTYPE html>
<meta name="viewport" content="initial-scale=1.0,
user-scalable=no"/>
```

CSS:
```
* {
    -webkit-backface-visibility: hidden !important;
}

html, body {
    padding: 0;
    margin: 0;
    overflow-x: hidden;
    overflow-y: auto;
}

body {
    position: absolute;
    top: 0;
    bottom: 0;
l    eft: 0;
    right: 0;
    -webkit-text-size-adjust: 100% !important;
    -webkit-transform: scale(1) !important;
        transform: scale(1) !important;
}
```

2. CSS animations flickering ? CSS snippet
```
*{
        -webkit-backface-visibility: hidden !important;
}
```

3. iPhone font sizing issues? CSS snippet
```
body {
-webkit-text-size-adjust: 100%;
}
```

4. The bundle doesn't fit the screen perfectly – there is a tiny bit overflowing and causes horizontal scrolling? CSS snippet for iPads
```
@media all and (orientation:portrait) {
    body,html {
        width: 768px !important;
        height:  1024px!important;
        max-height:  1024px;
        overflow: hidden;
    }
}

@media all and (orientation:landscape) {
    body,html {
        width: 1024px !important;
        height: 768px !important;
        max-height:  768px;
        overflow: hidden;
    }
}
```

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5. Bundle zooms in when you rotate the device? CSS snippet

```
@media screen {
    body {
        -webkit-transform: scale(1) !important;
            transform: scale(1) !important;
    }
}
```

6. Your ad shows goes blank on DE on Android in landscape? CSS magic snippet

```
html, body {
    padding: 0;
    margin: 0;
    overflow: hidden;
}

body {
    position: absolute;
    top: 0;
    bottom: 0;
    left: 0;
    right: 0;
}
```

7. Your images are cropped but they shouldn't be? – check the CSS "clip" property