





# Standard Specifications



Image banners

Ad Units	Pixel size	Can be served to Mobile?	Can be served to App?	Ad File Formats	Max File Asset Size	Max. Initial Size	Max. Polite File Load Size	Subsequent Max. User-Initiated File Load Size
Billboard	970x250	No	No		100 KB	150 KB	1 MB	2.2 MB progressive video
Leaderboard	728x90	No	Yes	GIF, JPG, PNG, HTML5, Third Party	100 KB	150 KB	1 MB	2.2 MB progressive video
Mobile Leaderboard	320x50	Yes	No		50 KB	150 KB	1 MB	2.2 MB progressive video
MPU	300x250	Yes	Yes		100 KB	150 KB	1 MB	2.2 MB progressive video
Double MPU	300x600	Yes	Yes		100 KB	150 KB	1 MB	2.2 MB progressive video
Interscroller	Asset 640x1200 / Safe area 640 x 854	Yes	No	Jpeg, Video, PNG, PSD	500 MB	150 KB	1 MB	2.2 MB progressive video

- Sound: Must be user initiated
- We do not accept blocking tags, for any concerns liaise with your Sales representative
- Please ensure all tags are HTTPS secure
- Max 3 animation loops, 15 seconds per loop. Must finish on a static frame.

- Video may be played in native player which has standard controls
- Ad unit content must be clearly distinguishable from normal web page content
- Must include clearly defined user sound/mute button
- **HTML5** guidelines - Back-up Jpeg or GIF advised.
- Publisher Hosted HTML5 max fileweight **150kb**
- Interscrollers are built in-house

*\*Per Asset*

Pixel Size	Example Screen Size (WxH)	Content Area	Nav Bar exclusion	Asset Safe Area (WxH)	Ad File Formats	Max File Size
	1920x1080px			120x830px		
	1680x1050px			120x830px		
460x1500 Left 460x1500 Right	1600x900px	1180px	95px	120x650px	Static Gif, Jpeg, PNG	100kb per asset
	1440x900px			120x500px		
	1400x1050px			100x820px		
	1366x768px			85x545		

- Supply 2 x assets for left and right display
- Examples | Templates
  - [The Times Best practice Home/Section](#)
  - [The Times Best practice Article pages](#)
  - [Left asset](#)
  - [Right asset](#)
  - [Skin example](#) - Homepage
  - [Skin example](#) - Article
  - [Skin example](#) - Travel
- All assets are subject to Editorial approval

- Preview pages will be provided a minimum of 1 day prior to launch
- Click-through URL required
- 1x1 tracking and performance pixels accepted
- Assets should reflect all screen sizes
- Please supply assets 3-5 working days prior to launch
- Content outside the Message Safe Area may not be visible on all user screens depending on resolution and screen dimensions



# Video Specifications



Standard Formats	3rd party Tags	Desktop	Mobile	Tablets	App	Common placement ratios	Advised File weight	Max. File weight
MOV, FLV, MPEG4, AVI, etc.	VAST tag	Yes	Yes	Yes	Yes	16:9   9x16	100MB	500MB

- Article content Only
- We do not support VPAID
- Max length 15 - 30 seconds
- App inventory is limited to IOS only
- Video may be played in native player which has standard controls
- Must include clearly defined user sound/mute button
- Must not Autoplay sound

- Best Practice**
- Framerate: 30-60 (30 preferable)
  - Bitrate: Adaptive with a ceiling of 12mbps
  - Length: 6-9 seconds is the most performance-wise
  - Size: up to 50MB (up to 100MB max)



# Takeover / Roadblock



Section	Formats	Desktop	Mobile	Tablets	App
Home Page		Yes	Yes	Yes	No
Section Page	970x250   728x90   300x250   320x50   Skin	Yes	Yes	Yes	Yes
Article		Yes	Yes	Yes	Yes
Travel		Yes	Yes	Yes	Yes

- Caps or day parting must be advised prior to campaign launch
- First Impression Takeovers are capped at 1 Per day
- Screengrabs provided for each separate insertion
- Please allow 24 hours for creative rotation or supply instruction pre campaign

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- Click-through URL required
- 1x1 tracking and performance pixels accepted
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<u>Formats</u>	<u>Preview</u>	<u>Description</u>
Video Skin	<a href="#">Here</a>	Premium custom format with billboard at the top of the content and vertical video imagery on both sides - subject to editorial approval.
Pushdown Billboard	<a href="#">Here</a>	Premium Custom Billboard format placed at the top of the content, users click to initiate.
Carousel / Swipe	<a href="#">Here</a>	Custom mobile format, users swipe left or right to showcase other products (minimum 2 images).
Shake	<a href="#">Here</a>	Custom mobile format, users shake phone to activate ad.
Spin Carousel	<a href="#">Here</a>	Custom mobile format users swipe to initiate.
Colour Carousel	<a href="#">Here</a>	Custom mobile format where users swipe to showcase different product colours within one existing frame/background.
Magnifying Glass	<a href="#">Here</a>	Custom magnifying glass format, allowing users to see details of product close-up.

- Creative must not impact site performance
- All Rich Media builds are subject to a flat production rate of £1,000 (fee does not apply when final creative assets are supplied and is waived for campaigns where media value is equal to £30k or greater)
- Custom ad formats may incur additional production costs and are 'subject to testing'
- SLAs: minimum 5-10 working days required ahead of campaign live date - this will be factored into creative process
- Creative specs and any raw assets required for builds must be confirmed prior to campaign sign-off

<u>Formats</u>	<u>Preview</u>	<u>Description</u>
Slide	<a href="#">Here</a>	Custom slide format, using toggle slide function to view product.
3D Object	<a href="#">Here</a>	Custom 3D format, users are able to interact with to view product from different angles.
V-Edit	<a href="#">Here</a>	Takes existing 16:9 video assets & re-frames into a vertical video ad.
V-Skin	<a href="#">Here</a>	Adding a skin to an existing 16:9 asset with a customizable CTA to create a vertical video format.
V-Select	<a href="#">Here</a>	Multiple vertical videos edited into one format.
V-Social	<a href="#">Here</a>	Vertical video format that includes brands social accounts.
V-Talk	<a href="#">Here</a>	Vertical Video format with a CTA to 'Tap to Call' function.
V-360	<a href="#">Here</a>	Vertical video turned into a 360 virtual reality format.
V-Cal	<a href="#">Here</a>	Vertical video creative format but comes with a 'tap to add to calendar' call-to-action.
V-Drive	<a href="#">Here</a>	Vertical video creative driving users to nearest store location using geo.
V-Shop	<a href="#">Here</a>	Vertical video format that includes shoppable CTA driving audience to purchase.

**V-Studio:**

A full-service studio designed to produce, publish, and distribute vertical video ads exclusively for mobile environments across The Times. v-Studio eliminates barriers to entry by enabling advertisers to quickly repurpose existing 16:9 video assets. Campaigns have successfully run for dozens of premium advertisers, with outstanding results.



# Newsletters



Titles	Schedule	Formats
Books Crime Club Editors choice - Scotland Environment   Earth Fashion   Style Food and Drink Money Mentor Money Property Puzzles The Brief Times Enterprise Network   SME	Weekly	2 x Billboards + Dynamic 2 x Billboards + Dynamic 2 x Billboards + Dynamic 2 x Billboards + 2 x Logo 2 x Billboards + Dynamic 2 x Billboards + Dynamic 2 x Billboards + 2 x Logo 2 x Billboards + Dynamic 2 x Billboards + Dynamic Dynamic Only 2 x Billboards + Dynamic 2 x Billboards + 2 x Logo
Best of Times Business Brief Football Red Box	Daily	2 x Billboards + Dynamic 2 x Billboards + Dynamic 2 x Billboards + Dynamic 2 x Billboards + 2 x Logo

- Rich media not accepted
- GIF or JPEG or PNG - **STATIC ONLY**
- Screenshots provided for each separate insertion
- **Required** Standard Click through URL
- **Optional** 1X1 Click and Impression Tracker

- Billboards sit in Header and Footer positions - 970x250
- Logos sit in Header and Footer positions - 300x50
- Creatives can be targeted to specific positions
- **Dynamic** Positions can support: 970x250, 300x50, 728x90
- 100kb maximum fileweight per creative
- Please supply assets 3-5 working days prior to launch





# Newsletters



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## Common Questions

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### Can we use HTML5 creative?

Yes, please follow the [Google Ad Manager HTML5 guidelines](#). Back-up Jpegs are recommended.

If using Google Studio allow **3** working days for review. If using other HTML5 type (e.g D.C Studio) please allow **10** working days

### Do you accept data pixels? No.

Ads may not collect sensitive information including about racial or ethnic origin, political opinion, religious or philosophical beliefs, trade-union membership, health or sex life without our prior permission and obtaining consent from our readers.

The advertiser's privacy policy must be made available when any personal information is collected.

Personal information must be collected and processed securely. Adverts must not state or imply knowledge of personal data, sensitive information, online activity or the precise whereabouts of a user.

### Do you provide reporting? Yes

It is advised to confirm what reporting is expected before a campaign has gone live. This will inform expectations on delivering the campaign. If delivering your campaign via 3<sup>rd</sup> party tags, please ensure 3<sup>rd</sup> party reports are automated to [newsukpubops@ozoneproject.com](mailto:newsukpubops@ozoneproject.com) within 24 hours of launch.

A mid-campaign report and an end of campaign report for all display web campaigns will be provided, any custom report can take up to 24 hours to turnaround based upon the report criteria.

On the basis of using a 3rd Party Rich Media Vendor, there can be discrepancies of up to 10% between stats. This is a common industry variable, anything more than 10% will be investigated by Digital Ad Operations.

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## Common Questions

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### **When do I send my assets?**

Please provide all assets 3-5 working days prior to launch. For later submissions, please be aware this may delay the campaign starting.

### **Can I test or change my ads?**

Ad Operations will provide test pages in situ prior to go live if requested and will accept updates or changes for any aspect of your creative prior and during your campaign dates.

### **I cant see my ads? How do I know they are live?**

For all campaigns Screenshots of assets in Situ will be provided within 24 hours. For CPM campaigns, the ad-server will pace to ensure an even delivery of inventory for the lifetime of the campaign (unless instructed otherwise).

### **How do I contact News UK if I have any campaign requests?**

In the first instance please contact your existing sales person or account manager, for **emergencies** or if your point of contact is unavailable please use the following:

**Digital Account management:** [digitalaccountmanagers-sm@news.co.uk](mailto:digitalaccountmanagers-sm@news.co.uk)

**Sales:** [publishingtnl@news.co.uk](mailto:publishingtnl@news.co.uk)

**Ad Specifications:** [David.williams1@news.co.uk](mailto:David.williams1@news.co.uk)

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# Partnerships & Practices

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## Coalition for Better Ads - [Betterads](#)

News UK supports the 'Coalition for Better Ads' initiative to create a better user experience on desktop, tablet and mobile web. As such, all ad formats and creative specifications fall within and must adhere to the Better Ads Standards as defined [here](#).

## IAB UK Gold Standard

[News UK is a Gold Standard Certified publisher](#). Initially, the Gold Standard has three simple but fundamental aims - to reduce ad fraud, to improve the digital advertising experience and to increase brand safety by implementing three specific initiatives.

The IAB UK Gold Standard is open to IAB UK members and is currently limited to companies operating within display advertising on desktop and mobile web only.

## Brand Safety

At News UK, we have access to and apply two layers of Brand Safety.

The first is set by the Editorial team in the event of negative breaking news. Once a story is deemed extremely sensitive, the Editorial team will remove all ad slots on related content.

The second layer is applying ADmantX technology, it applies a vertical approach to brand safety versus standard keyword approach. On top of the predefined categories including accidents, negative feelings, parental protection, natural disasters, crime, illegal drugs, alcohol and tobacco, weapons, military and terrorism. Our content is analysed to identify the emotions and sentiments on how it is written, this allows us to customise protection to safeguard the client's brand with more than black lists and white lists.

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# Partnerships & Practices

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## Protecting brands against Ad Fraud

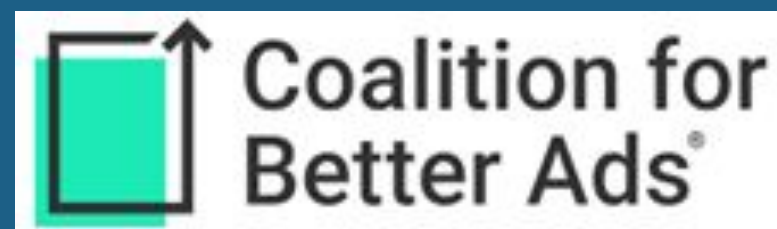
### Integral Ad Science

At News UK we use IAS (Integral Ad Science) technology to ensure we protect the brands against invalid traffic, we apply this on all campaigns by default.

### Advertiser-specific Brand Safety categories

Agencies/advertisers have the ability to implement track and blocking functionality off the keyword in a URL to ensure their ads do not display within certain content. If this is in place, News UK will require the same list to copy it in ADmantX and other targeting criteria. This can only be done if the defined block list has been shared with News UK.

This can be applied to all sales Channels: Programmatic Guaranteed, Direct, PMP



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# Ad Review & Approval

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Ads will be passed through a Creative QA process subject for approval. Creatives are reviewed within 24 hours, although in some cases it may take longer.

The creative review process consists of reviewing the advert's images, text, file weight size, targeting and positioning, in addition to the content on the advert's landing page.

The advert may not be approved if the landing page content isn't fully functional, doesn't match the product/service promoted in your advert or doesn't fully comply with our Advertising Policies.

## Cookie duration

The maximum cookie duration we accept is 12 months. [News UK reserves the right to reject or remove any advert.](#)

All adverts must be free of any viruses, adware or malware.

[No advert will cause an adverse effect on the operation of the website.](#)

## News UK Digital Advertising Policy

### Brand safety technology partners

News UK has partnered with Integral Ad Science (IAS) and ADmantX to apply an intelligent approach to brand safety.

News UK seeks to inform and entertain readers through our various platforms and titles. In doing so News UK will stir debate and tackle hard hitting stories.

We understand that there are certain news stories that would not be considered suitable for brands to appear against. This policy outlines what steps News UK takes to avoid putting brands next to unsuitable content and what we expect from the brands we work with. This policy applies to News UK's digital products.

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# Ad Review & Approval

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## **Editorial Review**

Advertisements and editorial content must be clearly distinguishable. News UK will only publish branded content and sponsored supplements if clearly indicated as an ad.

Editorial decisions will not be influenced by current or potential sponsors and advertisers, and will not be influenced by marketing decisions. Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the website by keyword or search topic.

Editorial can request the removal of an advert if it is felt that it contravenes the values or tone of News UK's titles.

## **Gambling & Games**

News UK supports responsible gambling advertising and abides by local gambling laws and industry regulations. Gambling ads must target approved countries, have a landing page that displays information about responsible gambling and targeting your adverts to people aged 18 years or older in all permitted countries.

Warning labels such as “When the FUN Stops, STOP” or its local variation (if applicable) must be prominently displayed and terms and conditions should also be included on all ad copy.

## **Political Advertising**

News UK accepts political advertising with approval from Editorial and commercial teams. Any political advertising must align with the values of our brands. All political advertising must comply with local legal requirements, including campaign and election laws and mandated election 'silence periods', for any geographic areas that they target. Political content includes ads for political organisations, political parties, political issue advocacy or fundraising and individual politicians.

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# Prohibited Content

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Our Advertising Policy prohibits some content that we consider to be harmful to or inappropriate for our readers and the brands we work with, which we describe in further detail below.

## **The following types of advertisements are prohibited:**

- Ads that encourage illegal activity, or any illegal conduct, product or enterprise.
- Ads that promote religious views or services.
- Ads that solicit the user's participation in lawsuits or ads that ask users to report on their medical history for purposes of potential compensation.
- Ads that depict drug use or excessive drinking.
- Ads that encourage violence or depict hyper-realistic violence.
- Ads that encourage dangerous behaviours.
- Ads that suggest violating laws or regulations.
- Ads that direct users to phishing links, malware or similarly harmful codes or sites.
- Ads that promote cigarettes, cigars or other tobacco.
- Ads that promote firearms, weapons or ammunition.
- Illegal wildlife trade, and products and services derived from endangered or threatened species.
- Ads that encourage dishonest behaviour.
- Ads that address or are intended to appeal specifically to children.
- App installs from sources other than the official app store for the user's device.

## **Adult Content**

Adverts should respect user preferences and comply with legal regulations. News UK doesn't allow adult content that are deemed as 'inappropriate' to our audience or titles.



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## Useful Contacts

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If your main point of contact is unavailable please refer to the below contact information.

Sales: [publishingtnl@news.co.uk](mailto:publishingtnl@news.co.uk)

Ad Operations: [newsukpubops@ozoneproject.com](mailto:newsukpubops@ozoneproject.com)

Account Management: [digitalaccountmanagers-sm@news.co.uk](mailto:digitalaccountmanagers-sm@news.co.uk)

Ad Specifications: [David.williams1@news.co.uk](mailto:David.williams1@news.co.uk)