



INDEPENDENT

Evening Standard

Ad specs

Billboard

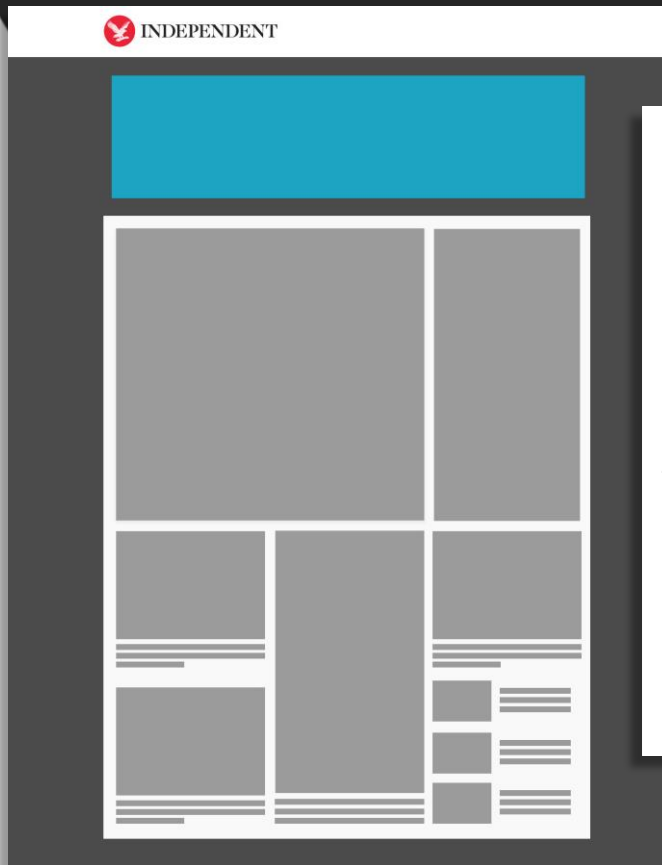
This creative runs at the top of the site across all pages. This creative unit can result in higher brand interaction/awareness.

Creative Specification

Billboard may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.



| | |
|------------------------------------|---|
| Initial Dimensions | 970x250 |
| Expanded Dimensions | 970x500 |
| Max File Size | 150kb |
| Polite Load | 1.2mb |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | If expandable, must be click to expand |



| | |
|------------------------------------|---|
| Initial Dimensions | 300x600 |
| Expanded Dimensions | 600x600 |
| Max File Size | 150kb |
| Polite Load | 1.2mb |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | If expandable, must be click to expand, and expand to the left |

DMPU

This creative runs at the right hand side of the site across all pages in an above the fold position to maintain optimal view ability. This creative unit can result in higher brand interaction/awareness.

Creative Specification

DMPU may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops **48 hours** prior to the first insert date of the order.

Leaderboard

This creative runs at the top of the site across all pages. This creative unit can result in higher brand interaction/awareness.

Creative Specification

Leaderboard may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.



| | |
|------------------------------------|---|
| Initial Dimensions | 728x90 |
| Expanded Dimensions | 728x180 |
| Max File Size | 100kb |
| Polite Load | 1.2mb |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | If expandable, must be click to expand, and expand down |

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.

MPU

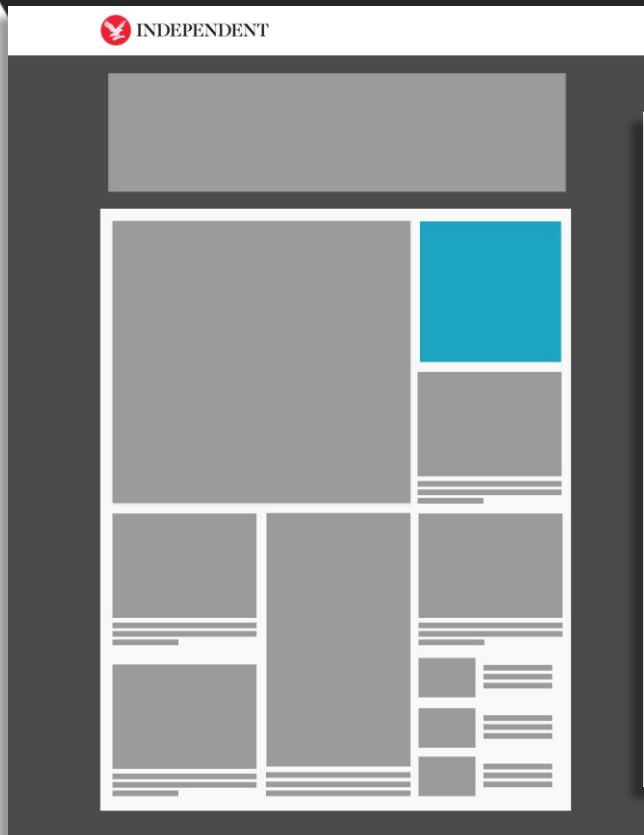
This creative runs at the right hand side of the site across all pages in an above the fold position to maintain optimal view ability. This creative unit can result in higher brand interaction/awareness.

Creative Specification

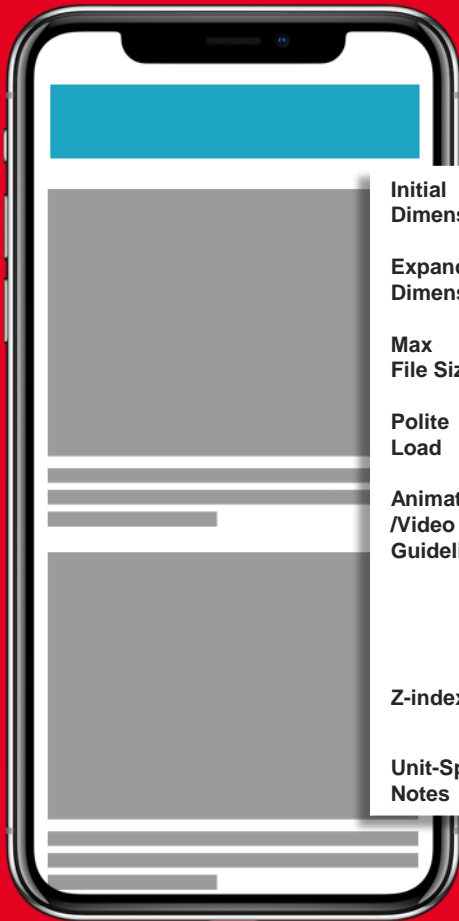
MPU may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.



| | |
|------------------------------------|---|
| Initial Dimensions | 300x250 |
| Expanded Dimensions | 600x250 |
| Max File Size | 100kb |
| Polite Load | 1.2mb |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | If expandable, must be click to expand, and expand left |



| | |
|------------------------------------|---|
| Initial Dimensions | 320x50 |
| Expanded Dimensions | N/A |
| Max File Size | 50kb |
| Polite Load | 1.2mb |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 - 4,999 |
| Unit-Specific Notes | Expand not permitted |

Mobile Banner

This creative runs on the top of the site across all pages in an above the fold to maintain optimal view ability.

Creative Specification

Banner may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops **48 hours** prior to the first insert date of the order.

Takeover

Takeovers are designed to work cross platform on all of our sites, these consist of several elements listed below, all of which need to be provided:

- Wallpaper (1920x1200 pixels must be JPG)
- Billboard (970x250)
- Leaderboard (728x90)
- MPU (300x250)
- Double MPU (300x600)
- Mobile Banner (320x50)

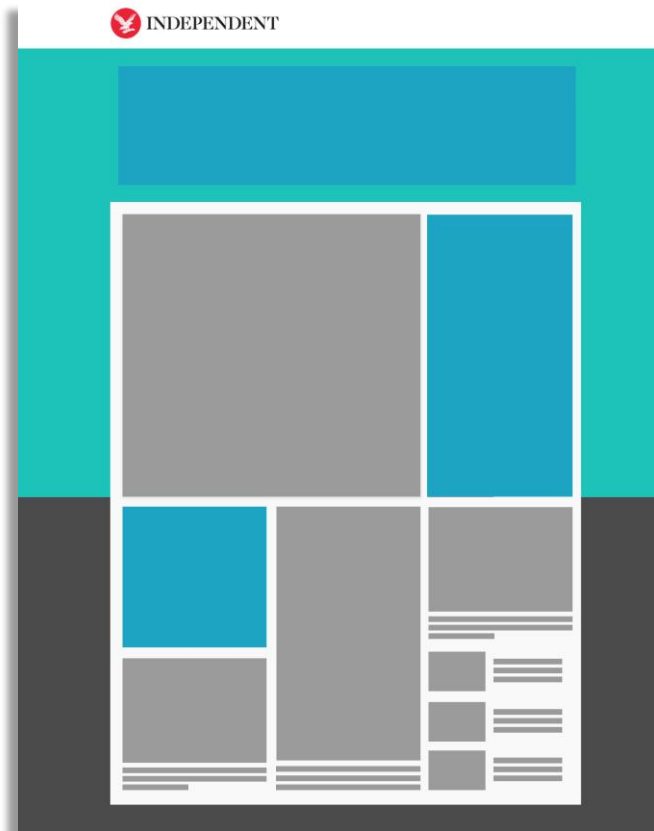
If Video Skin please provide MP4 file max size 5mb. This is to enable a consistent view across all device types.

Creative Specification

Creative may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.



Video

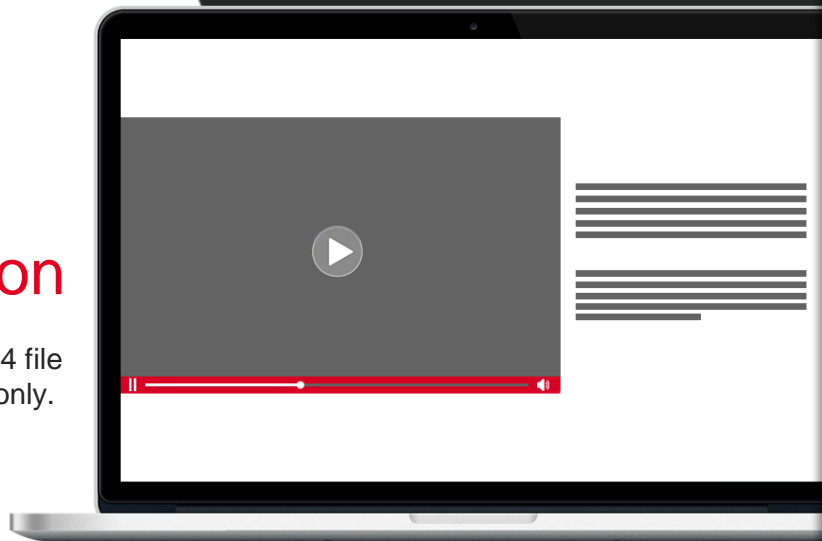
This creative runs in all video players across the site, maintaining a highly viewable rate in a pre/post roll. Also available as an in content player

Creative Specification

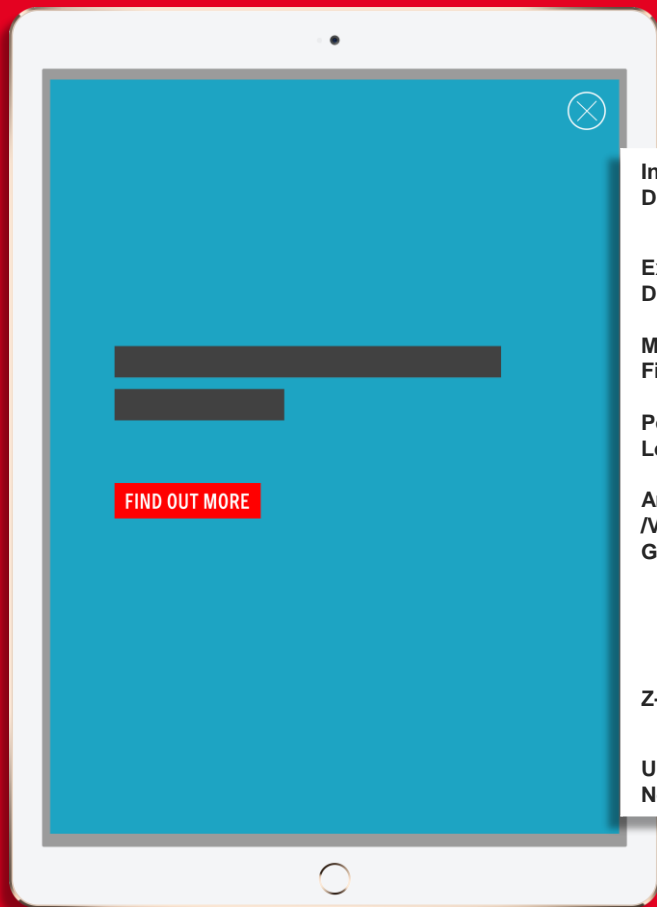
All video must be supplied as either an MP4 file or VAST/VPAID creative tag. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.



| | |
|-----------------------------|---|
| Initial Dimensions | Panel Aspect ratio 16:9 |
| Expanded Dimensions | N/A |
| Max File Size | 2.2MB |
| Polite Load | N/A |
| Animation /Video Guidelines | Minimum 24 fps for video, 30 sec max length |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | N/A |



| | |
|------------------------------------|---|
| Initial Dimensions | 768x1024 1024x768 320x480 |
| Expanded Dimensions | N/A |
| Max File Size | 250kb |
| Polite Load | 1.2MB |
| Animation /Video Guidelines | Minimum 24 fps for video, 15 sec max length (unlimited user-initiated), 1.1 MB additional file size allowed for host-initiated video, |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | All sizes must be supplied |

App Interstitials

This creative runs in all ESI Media apps, and is shown on every 10 page swipe. Highly viewable and interactive full screen creative.

Creative Specification

Interstitials may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.

Turnaround timescales

Creatives are required to be delivered to Ad Ops **48 hours** prior to the first insert date of the order.

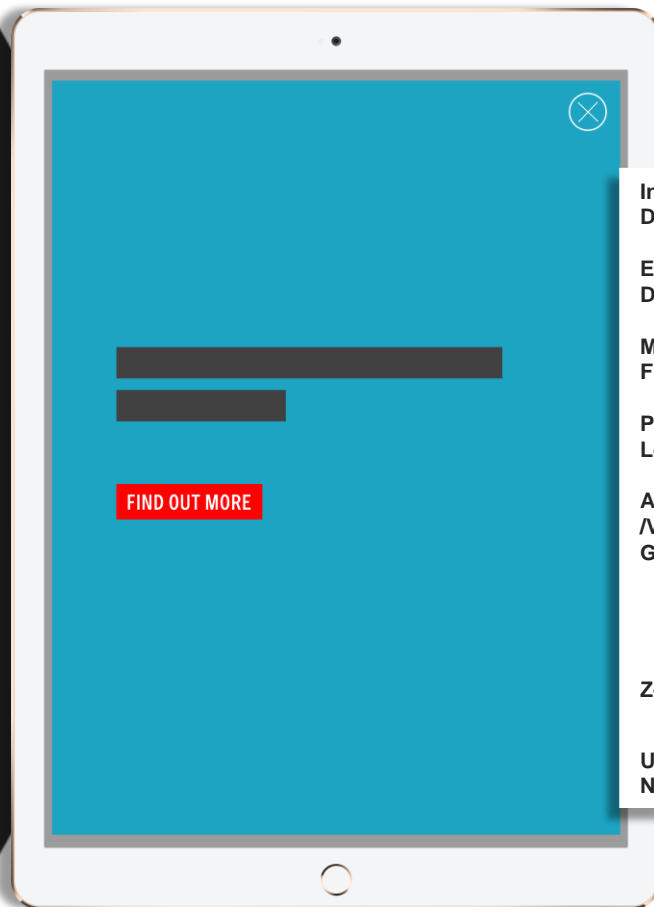
App Cover Wrap

This creative runs on the Evening Standard App, immediately on load

Highly viewable and interactive full screen creative.

Creative Specification

Cover wraps may be supplied as GIF, JPG, 3rd Party tags or HTML5 format. All HTML5 units require the use of clickTag for tracking. Secure tags only.



| | |
|------------------------------------|----------------------------|
| Initial Dimensions | 768x870, 1024x615, 305x425 |
| Expanded Dimensions | N/A |
| Max File Size | 100kb |
| Polite Load | N/A |
| Animation /Video Guidelines | No video allowed |
| Z-index | 0 – 4,999 |
| Unit-Specific Notes | All sizes must be supplied |

Turnaround timescales

Creatives are required to be delivered to Ad Ops 48 hours prior to the first insert date of the order.