Guardian digital advertising

Technical specifications for digital advertising on the Guardian
Ad specifications

Here you will find the guidelines and technical specifications for digital ads on the Guardian.

Delivery methods

We accept: .gif, .jpg, 3rd party tags, HTML5. If you would like to deliver HTML5, please notify your account manager at time of booking or as soon as you know this format is being delivered, as our Digital Ad Production team will need to process it ahead of being trafficked.

If you provide 3rd party creative tags, we cannot accept them if the initial load of the creative is more than 200kb.

Creatives must be supplied in a secure format or they will not be accepted.

Flash: Please note that Flash files (.swf) will not be accepted.

Further notes

Backup creatives: In certain scenarios when a rich media creative has been delivered, we may require a backup creative to run on app or mobile web, to conform to the following guidelines:

- Format: .gif or .jpg
- File size: 40kb max

In-banner video (with an embedded video player with video controls):

If the video is autoplay, it must start muted.

Max autoplay length is 30 seconds for billboard, or 15 seconds for all other formats.

There is no max length for click-to-initiate video.

VAST XML base format.

Additional VPAID elements can be accepted, but given its variability, testing must happen prior to going live.

Available for direct campaigns only.

Expandable creatives: We serve ads through an iFrame so require you to provide code to allow the ad to expand.

We fully support expandable creative from various third parties, subject to testing.

Expandable creatives must be click-to-expand (with the exception of 3-2-1 hover to initiate expansion creatives).

Close button should be located at top right.

Expandable creatives to be served on the Guardian homepage may be subject to Ad Governance Group approval.

Contact

Initial sales enquiries
investment.team@theguardian.com

Operations
guardian.adops@theguardian.com
programmatic.ops@theguardian.com

Creative production
digital.ad.production@theguardian.com
Ad Specifications (continued)

Ad Choices Logo: The Guardian along with many other publishers has committed to comply with the IAB’s Self-Regulatory Framework in relation to OBA Advertising. In order to comply we will require all 3rd party hosted adverts to include the Adchoices Ad Marker as per the IAB’s technical guidelines.

White Creative: All white and light-coloured creative must have a dark one-pixel border.

Readability: Type should be at least 20px for black print against white background. Fine print should be at least 15px. For light print against a dark background, consider larger type or boldface.

Click into new window: All ads must click into a new browser window.

Browser Compliance: We will target to all modern browsers unless otherwise instructed. More information on browsers can be found here.

Lead time: If supplying .gifs, .jpegs, or 3rd party tags, we must receive these at least 3 working days before campaign start date. If supplying HTML5, we must receive this 5 working days before campaign start date. If our Digital Ad Production (DAP) team are building creatives, assets must be received as specified on the DAP format guide. Late creatives/assets may result in delays to the campaign live date.

Sound: All sound must be user click activated.

Misleading ads: We will not carry any form of advertising that is deemed to be of poor quality, inappropriate, misleading or confusing to our users. If unsure, please contact your Guardian Account Manager.

CPU: We may reject or remove ads that drive the CPU too high.

Third-party tracking: We accept third-party click tracking for all formats and third-party impression tracking for all formats except Interstitials. Please note that if you have supplied third-party tracking, there may be a discrepancy between our ad server stats and your data. IAB’s discrepancy tolerance is +/-10%.

Guidelines on photosensitive effects (affecting people with conditions such as epilepsy and migraine)

General flashing threshold: A sequence of flashes or rapidly changing image sequences where both the following occur:
1. The combined area of flashes occurring concurrently (but not necessarily contiguously) occupies more than one quarter of any 335 × 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 × 768 pixels and...
2. There are more than three flashes within any one-second period.

Note: For the general flashing threshold, a flash is defined as a pair of opposing changes in brightness of 10% or more of full scale white brightness, where brightness is calculated as .2126*R + .7152*G + .0722*B using linearised R, G, and B values. Linearised-X = (X/FS)^2.2 where FS is full scale (usually 255 today). An “opposing change” is an increase followed by a decrease, or a decrease followed by an increase.

Red flashing threshold: A transition to or from a saturated red where the following occurs: The combined area of flashes occurring concurrently occupies more than one quarter of any 335 × 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 × 768 pixels and there are more than three flashes within any one-second period.
## Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions (W × H px)</th>
<th>Delivery formats</th>
<th>Available for</th>
<th>Max auto animation length</th>
<th>Initial size</th>
<th>Subsequent max load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 × 90 (max expansion left/down: 728 x900)</td>
<td>.gif 3rd party tag HTML5</td>
<td>Desktop web directly display Programmatic</td>
<td>15 seconds</td>
<td>150kb (40kb if Guardian hosted)</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>MPU</td>
<td>300 × 250 (max expansion left/down: 900 x500)</td>
<td></td>
<td>Desktop web directly display Programmatic</td>
<td>15 seconds</td>
<td>150kb (40kb if Guardian hosted)</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 × 250 (max expansion left/down: 970 x500)</td>
<td>Landscape</td>
<td>Mobile app</td>
<td>30 seconds</td>
<td>150kb (60kb if Guardian hosted)</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>Superheader</td>
<td>900 × 250 (max expansion left/down: 900 x500)</td>
<td>Landscape</td>
<td>Mobile app</td>
<td>30 seconds</td>
<td>150kb (60kb if Guardian hosted)</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>DMPU</td>
<td>300 × 600 (max expansion left/down: 900 x600)</td>
<td></td>
<td>Desktop web directly display Programmatic</td>
<td>15 seconds</td>
<td>150kb (60kb if Guardian hosted)</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>Fabric</td>
<td>100% × 250</td>
<td></td>
<td>Must be built in-house by DAP</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Focus</td>
<td>100% × 100%, responsive</td>
<td></td>
<td></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Frame</td>
<td>300 × 300, responsive</td>
<td></td>
<td></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Mobile revealer</td>
<td>300 × 250</td>
<td></td>
<td></td>
<td>15 seconds</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Parallax MPU</td>
<td>300 × 250</td>
<td></td>
<td></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Page skin</td>
<td>1600 × 1200</td>
<td></td>
<td></td>
<td>n/a</td>
<td>150kb</td>
<td>2.2mb (1.5mb if Guardian hosted)</td>
</tr>
<tr>
<td>Interstitial</td>
<td>768 × 1024 1024 × 768 320 × 480 640 × 920 640 × 1096 1255 × 700 740 × 1100 300 × 600</td>
<td>.gif</td>
<td></td>
<td>n/a</td>
<td>250kb</td>
<td>n/a</td>
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### Formats (continued)

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions (W \times H px)</th>
<th>Delivery formats</th>
<th>Available for</th>
<th>Max auto animation length</th>
<th>Initial size</th>
<th>Subsequent max load</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interactive interstitial</strong></td>
<td>768 \times 1024 1024 \times 768</td>
<td>HTML5</td>
<td>HTML5</td>
<td>Daily edition only</td>
<td>150kb</td>
<td>Final zip: 1.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Desktop web</td>
<td></td>
<td>(40kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tablet web</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mobile web</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tablet app</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mobile app</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cascade</strong></td>
<td>940 \times 230 1024 \times 690</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Direct display</td>
<td>Mobile app</td>
<td></td>
<td>(40kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Filmstrip</strong></td>
<td>300 \times 600</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tablet app</td>
<td></td>
<td>(40kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Overlay</strong></td>
<td>Max 900 \times 500</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tablet app</td>
<td></td>
<td>(40kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Rotating billboard</strong></td>
<td>930 \times 188</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3rd party tag</td>
<td>Mobile app</td>
<td></td>
<td>(40kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Sideslider</strong></td>
<td>300 \times 600 900 \times 600</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Built in-house by DAP</td>
<td>Tablet app</td>
<td></td>
<td>(60kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Sidewinder</strong></td>
<td>300 \times 600 900 \times 600</td>
<td>HTML5</td>
<td>HTML5</td>
<td>15 seconds</td>
<td>150kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3rd party tag</td>
<td>Tablet app</td>
<td></td>
<td>(60kb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Sliding doors</strong></td>
<td>Launching from 970 \times 250</td>
<td>HTML5</td>
<td>HTML5</td>
<td>30 seconds</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Preroll/instream</strong></td>
<td>Video frame size: 640 \times 360</td>
<td>flv</td>
<td>HTML5</td>
<td>30 seconds</td>
<td>200kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>mp4</td>
<td>Mobile app</td>
<td></td>
<td>(1.5mb if Guardian hosted)</td>
<td></td>
</tr>
<tr>
<td><strong>Outstream</strong></td>
<td>Video frame size: 620 \times 340</td>
<td>XML: VAST</td>
<td>HTML5</td>
<td>30 seconds</td>
<td>200kb</td>
<td>2.2mb</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Direct display</td>
<td>Mobile app</td>
<td></td>
<td>(1.5mb if Guardian hosted)</td>
<td></td>
</tr>
</tbody>
</table>
Format notes

Page skin
- No click to remove
- No animation of skins allowed
- Must be supplied as a .gif or .jpg – 1600 × 1200 creative - middle (980 pixels) must be blank
- Skins will only show on desktop screens bigger than 1300 pixels wide
- Any white on white creative must have a 1px black border (as per normal guidelines)
- Only available as part of a takeover
- Please keep all messaging inside the dark grey area as per the diagram, so as to ensure it is viewable on all screen sizes

If your skin is showing with a 900 × 250/970 × 250 please build the skin as per the diagram here.
If your skin is showing with a 728 × 90 please build the skin as per the diagram here.

Interstitial
- Full page ads must support both device orientations
- On some platforms, due to the inclusion of the status bar over the ad, the display area is slightly smaller in height than in the listed delivery dimensions
- The assets must be delivered at full screen resolution in 72ppi
- Please include a 25 pixel safe area on all 4 sides
- In the ever fragmenting world of device sizes we require all file sizes listed to maximise available inventory across Guardian Daily Edition, Guardian app, Flipboard and Google Newsstand
- Each ad can only have 1 click-through url, and we cannot implement impression tracking

Interactive interstitial
1. The creatives should be designed for both portrait and landscape modes.
2. There should be only 1 HTML file within the creative (advert.html). The ad should be self-contained, so please avoid linking to external resources, unless you are featuring a video (see point 4), or have a tested fallback for when the users are offline or on slow connections.
3. Content changes should be JS driven. If you must use a DOM manipulation library, http://zeptojs.com is recommended over jQuery.
4. Video is allowed, but the asset file must be hosted on the web and not included within the creative.
5. Swipe gestures should be restricted to small areas of the screen, and not close to the left and right screen edges, as this may interfere with the navigation of the main app. Listening for swipe/touchmove events across the entire creative is not allowed.
6. Links within the creative need to open in a separate browser window. Please note that javascript links will open inside the app. Only html links will open in a separate browser window.
7. The final .zip file should be 1.2mb max.
8. Please make sure you test your ad in iPad Safari.

The ads can be previewed at: http://ipadpreview.gutools.co.uk/upload (uploader / password)

Checklist
- The final creative should be in .zip format
- It must include one file called advert.html
- It must include one file called bespoke.json

bespoke.json should contain:
```json
{
  "type": "bespoke",
  "campaignID": "%%CAMP%%",
  "advertAssets": "%%CDN%%/RealMedia/ads/Creatives/%%CAMP%%/NAME-OFFINAL-CREATIVE.zip"
}
```