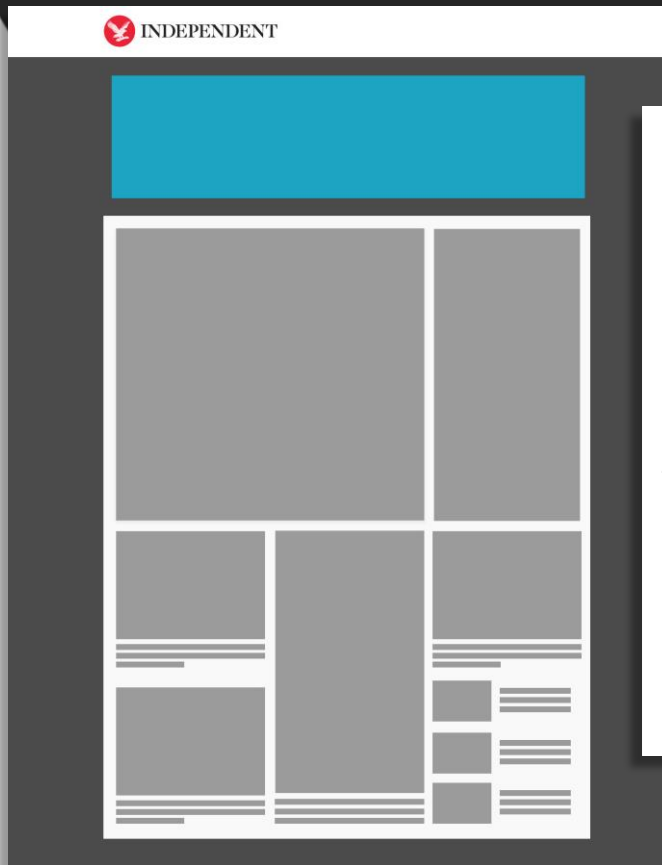Ad specs

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.

INDEPENDENT

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

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.

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

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

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**

INDEPENDENT

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.

INDEPENDENT

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.

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**
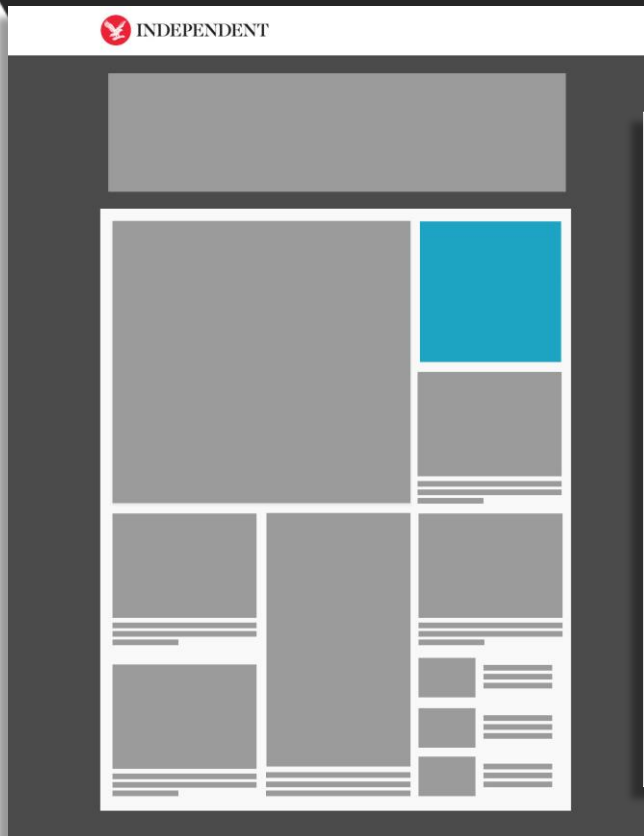
MPU

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.
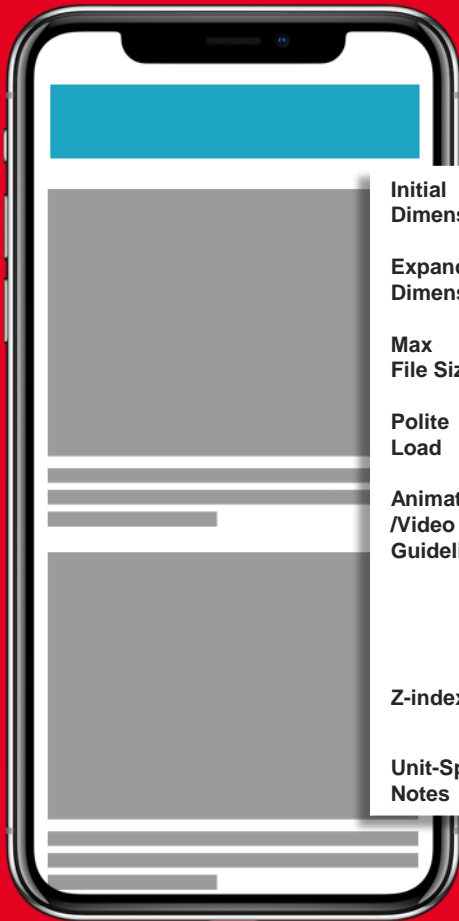
Creative Specification

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.

INDEPENDENT

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

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**

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.

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

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)**

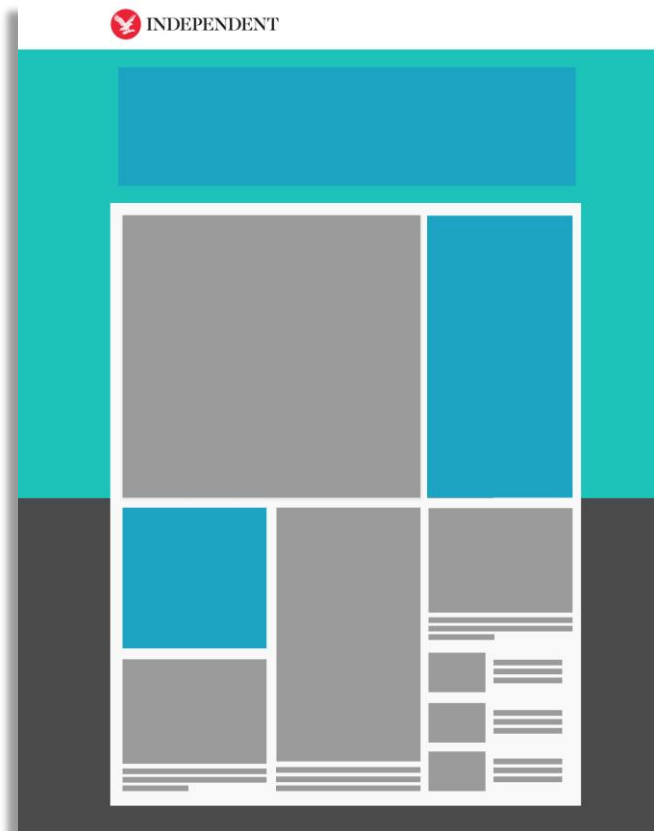- **Mobile Banner (320x50)**

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.

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**
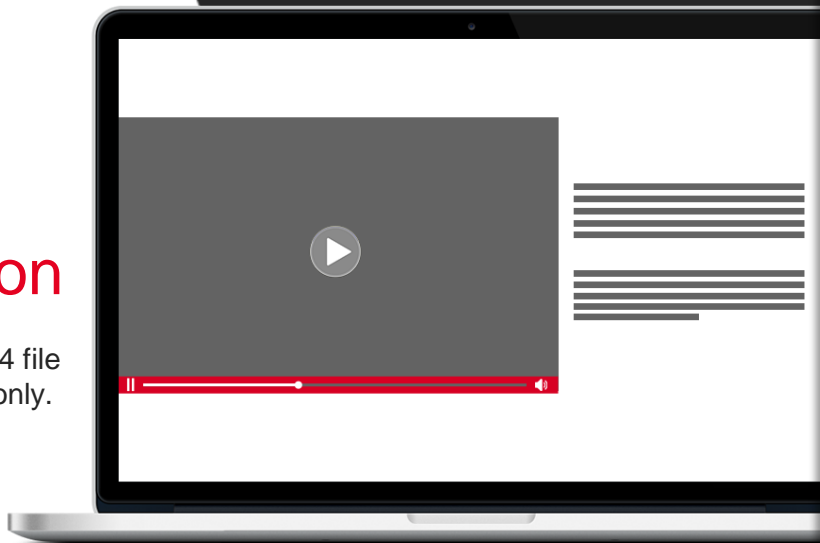
Video

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
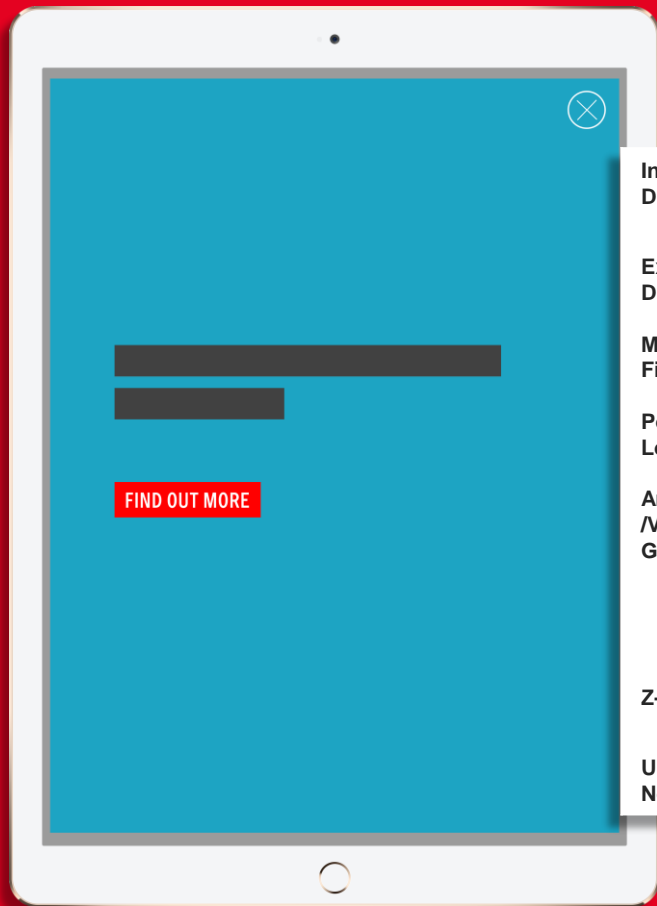
Creative Specification

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

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

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

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**

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.

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

FIND OUT MORE

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

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**
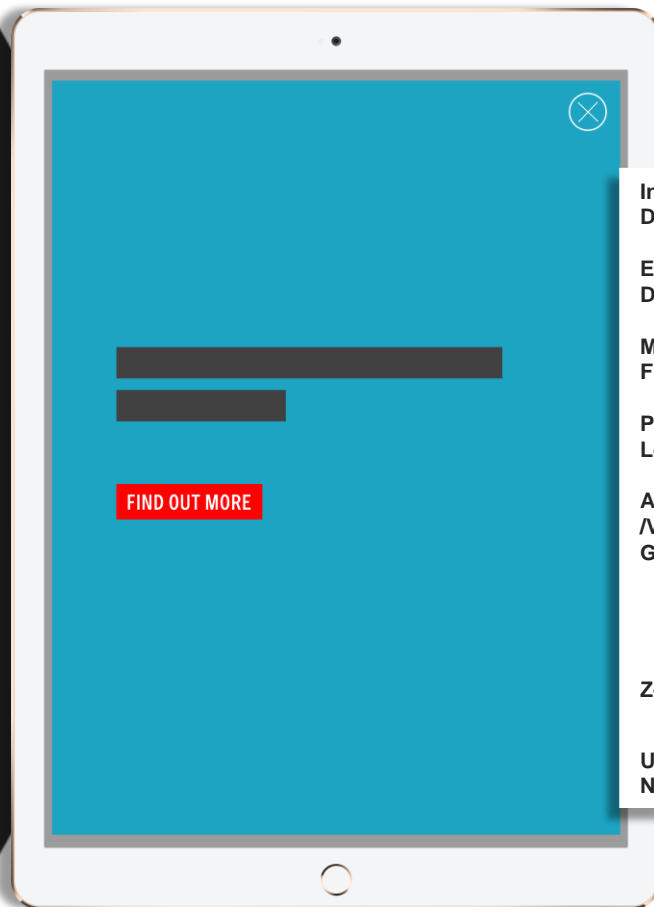
App Cover Wrap

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

FIND OUT MORE

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

ESI follows the better ads standards for desktop web and mobile web, as developed by **The Coalition for Better Ads**